The Pulse of the Motion Picture Industry

BOXOFFICE

Top 20th Century-Fox executives at studio ceremony receiving the 1951 BOXOFFICE-BAROMETER trophy. L to R—Charles Einfeld, Murray Silverstone, Spyros Skouras, Darryl Zanuck, Joseph M. Schenck, Al Lichtman and Harry Brand . . . . . . Story on Page 9

In This Issue . . .

Promotion

Entered as second-class matter at the Post Office at Kansas City, Mo., under the act of March 3, 1879.

CANADIAN EDITION

DECEMBER 22, 1951

A LETTER FROM SANTA CLAUS!

Dear Leo of M-G-M:

I'm not complaining, but how can I compete with you in bringing pleasure to people.

I saw "Quo Vadis" last week and my whiskers curled in envy. It's the gift of a lifetime and will entertain the world for years to come.

I thought I had an especially fine bag of tricks this year but when I look over *your* wonderful array of spectacular dramas and gorgeous

Technicolor musicals I'm afraid I'll lose my job. Santa Leo, you're terrific!

But confidentially, I'm looking forward to seeing those big pictures like "Ivanhoe", "Scaramouche", "The Wild North", "Westward The Women," "Lone Star" and glamorous musicals like "Merry Widow," "Singin' In The Rain," "Belle of New York", "Skirts Ahoy" just to mention a few.

Compliments of the season from one Santa to another.

Sincerely, S. Claus

THANKS, MR. CLAUS, FROM THE SANTA WHO BRINGS PLEASURE ALL YEAR LONG!

Happy Picture! Happy Patrons!

Warner Bros. take exceptional delight in announcing the Trade Showings Jan. 9th of

CARY GRANT

and

BETSY DRAKE

in

"ROOM FOR ONE MORE"

SCREEN PLAY BY
JACK ROSE AND MELVILLE SHAVELSON

PRODUCED BY
HENRY BLANKE

DIRECTED BY
NORMAN TAU

MUSIC BY MAX STEINER

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW
Home
321 W.

OKLA
20th Ce
10 Nor

OMA
20th Ce
1502 D

ROG

We predict this will be the new year's No. 1 maker of merriment!

It's all about those wonderful male-plus-female things that make wedding bells ring with laughter!

YORK
Office
44th St. • 2:15 P.M.

HOMA
ntury-Fox Screening Room
h Lee St. • 10:00 A.M.

HA
ntury-Fox Screening Room
avenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 10:30 A.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 7:30 P.M.

PICTURE OF THE WEEK

MOVIE OF THE WEEK!

"Decision Before Dawn" becomes Life Magazine's honored film this week, described as "unforgettably authentic . . . aimed for Academy Awards." Oskar Werner (hailed as "Superb") and Hildegarde Neff are the dramatic pair (above) in the 20th Century-Fox topper for January. Richard Basehart and Gary Merrill are also featured.

(Advertisement)

BOXOFFICE The Pulse of the Motion Picture Industry

THE NATIONAL FILM WEEKLY
Published in Nine Sectional Editions

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AGAIN, ARBITRATION

ABRAM F. MYERS drew a rather clear picture of some of the reasons for National Allied's proposal of an all-inclusive system of arbitration in the talk he delivered before the gathering of Wisconsin Allied members.

With the question of runs and clearance so preponderantly the cause of controversy and, often, resultant litigation, Mr. Myers points to arbitration tribunals as a means for settling such disputes, either through the decision that would grant the run to one of the theatres or by ruling for a division of the product on the determination that each of the two theatres involved had equities.

It has frequently been stated that a "product split" would solve a great many, if not all, of such cases as above cited, but such action is now prohibited under a strict observance of the anti-trust decree. Thereunder a film company cannot even conclude that it wants to continue doing business with an old customer, without inviting litigation. And there is even some question as to whether two exhibitors can decide between themselves that they would be content with a division of the product from any one or several film companies.

In relation to this basic question of runs, Mr. Myers includes print shortage and clearance, both of which aggravate the problem. And he laid particular emphasis on the creation of unreasonable clearances that stem from runs that are delayed for whatever reason.

Mr. Myers points out that film rental is only one of five factors that the courts have established as a yardstick for clearance. He contends that when film rental only is considered as the basis, it creates unreasonable clearances between some theatres that are not in substantial competition and it creates clearances among some that are not in any competition. Admitting that arbitration of film rentals can be a ticklish proposition, since this is without precedence in industry experience, Mr. Myers observes, however, that if the distributors can see some advantage to themselves in such arbitration, they may be inclined to be agreeable thereto. And he feels that such advantage is inherent in "keeping film moving" that is tied up in a stalemate over price.

Be that as it may, it is to be hoped that the film rental question will not turn out to be a stumbling block to the establishment of an arbitration system that will be generally acceptable. It may have to be something less than "all-inclusive" at the start. But it is highly important to the industry's future well being that it come to agreement on a workable plan for the amicable settlement of its trade practice disputes, thus avoiding costly litigation.

* *

Men of Goodwill

"Be it resolved that the Allied Theatre Owners of Wisconsin, in convention assembled this 12th day of December, 1951, express our appreciation to Bill Rodgers, for the efforts he made to bring our industry closer together, and our happiness in the knowledge that he is not retiring but will continue his active interest in our business in an advisory capacity and wish him many years of health and happiness."

That is a most unusual action to be taken at an exhibitors convention. It certainly is a well-merited recognition of Mr. Rodgers' devotion of time and effort, beyond his regular work, in furthering the progress of the industry. Bill, as he is affectionately known throughout the industry, has done much to bring about harmony through understanding and to reduce to a minimum the friction between the various segments of the industry, particularly among those in exhibition and distribution.

Now that he has relinquished the reins of the sales managership of Metro-Goldwyn-Mayer, exhibitors and others in the industry express the hope that Bill will have the time to give more attention to furthering his own ideals that would culminate in a strongly knit industry.

The Wisconsin resolution is further noteworthy for the expression of confidence that it gives to Charles Reagan who takes over the active management of sales at MGM. Mr. Reagan is well-grounded in his 25 years of experience in exhibition and distribution, which puts him in a position to render the kind of service that merits exhibitor appreciation, such as was evidenced in the instance of Mr. Rodgers.

Unity is an elusive thing which the industry has pursued for a long time. Like all things worthwhile, it is not easy of attainment, but if we keep everlastingly at it, the effort will one day be fully rewarded.

* *

The Season's Greetings
and all good wishes
for a Happy New Year.

Ben Shlyen

DISPUTES OVER RUNS, RENTALS IN ALLIED ARBITRATION PLAN

Myers Reveals General Proposals Which May Go to Distributors

MILWAUKEE—Allied States Ass'n is proposing in its all-inclusive arbitration plan that where two theatres want pictures on the same run, one or the other will be able to initiate an arbitration proceeding to obtain pictures on the desired run.

Under this phase of the plan, the tribunal could decide one theatre or the other was entitled to the run or it could determine that both had equities and the product must be divided.

This is one of the many ways in which an all-inclusive arbitration system for the industry could operate, Abram F. Myers, general counsel and chairman of the board for Allied, told Allied Theatres of Wisconsin at its convention here last week.

LISTS 'APPROPRIATE' TOPICS

Myers, in addition to the question of runs, said that controversies over prints and clearances and film rentals also are appropriate for arbitration.

Myers said that "where there is waiting time, it is clearance no matter what the cause for the delay in receiving prints."

"In the cities, print shortages don't seem to be a problem. That's because in many cities 20 or 30 theatres are playing the same picture at the same time. Our distributor friends send their prints to those theatres that produce the most revenue," he said.

They overlook the fact, however, he added, that film rental is only one of five factors that courts have established as a measuring rod for clearance.

"When they consider film rental only as the basis, it creates unreasonable clearances between some theatres that are not in substantial competition and it creates clearances that are not in any competition."

Myers recognizes that arbitration of film rentals is going to be a ticklish proposal, as it is a type of arbitration for which the industry has no background of experience.

MAY FIND OPPOSITION

In making this proposal, however, Allied recognizes that unless the distributors see some advantage to themselves in arbitrating film rentals "they won't go for this proposal."

"No film company ever got revenue from a film that gathered dust while on the shelf at the exchange—or the exhibitor either. The whole purpose of our industry is to keep film moving. You make money only when film is active.

"We have many cases of where there is a stalemate over the price of film. So, what is wrong when that situation arises for a tribunal of three men—two out of the industry—to consider all the facts and circumstances regarding these negotiations, giving their honest advice as to what would be the fair price or terms for that situation."

Myers said that after Allied drafts its plan he personally doesn't have "the slightest doubt in the world that the distributors are going to ask for an industrywide conference on it."

He said the statutory court, which originally heard the antitrust case against the distributors, "has the undoubted authority with the consent of the authorities to write in its decree for an industry arbitration system."

"It seems," he added, "that whatever progress we want to make must come under the protective covering of the Supreme Court's opinion.

"The industry must look to the eventual drafting and adopting of an arbitration system that can be added to the court's decree to carry on these things without that dread of becoming entangled with the law. That is why Allied has become one of the chief advocates of arbitration," he said.

There are two kinds of lawsuits—good and bad, he contended. "For a good lawsuit, there is no remedy except a judgment." On some of the suits, Myers said, he had no sympathy for the film company. But there are others, he added, to which he is opposed.

He gave this example:

"An exhibitor looks around and decides that he should have a run that some other exhibitor is enjoying. He asks the film company which says, 'No.' The company prefers its old customer, with whom it has had a satisfactory business for years, and wants to continue selling to him. The other fellow brings a lawsuit. There are a lot of cases of that kind which should not exist, and I am for avoiding that kind of litigation."

Milwaukee film distributors were urged to "give realistic recognition" to rising costs of theatre operation in determining film rentals, particularly for subsequent runs, in

---

SAYS EXHIBITOR LIABILITY INVOLVED

Indiana Allied Warns On Admission Fixing

INDIANAPOLIS—Associated Theatre Owners of Indiana this week warned its members that exhibitors who participate in any sort of an admission-fixing contract for a motion picture may be liable to a charge of violating the antitrust laws.

Pointing to the language of the court in the Paramount suit as to price-fixing, the bulletin says: "It may also be well for the exhibitor to remember that in the findings of fact the court also said that: 'this acquiescence of the exhibitors in the distributors' control of price competition renders the whole a conspiracy between each distributor and its licensees.'

"The findings in this regard are amplified to some extent and no exhibitor should rest assured that he personally is immune to charges of violating the Sherman act," the ATOI advised.

In other words, warns the association, an exhibitor liability is involved.

"The very first injunction of the United States court in the motion picture case was against the fixing of admission prices. In its findings of fact the court listed the various mechanics by which admission prices were fixed but they were not so naive as to simply outlaw these specific methods. The language of the law in this regard is so broad that it contemplated that any devious device that might be conceived that would result in fixed admission prices was illegal. We underline some of the phrases of the prohibition: 'From granting any license in which minimum prices for admission to a theatre are fixed by the parties, either in writing or through a committee, or through arbitration, or upon the happening of any event or in any manner or by any means.'"

The advanced-price picture, the association contended, was having an unhealthy effect on theatre business and the movie patron.

"Some of our most prominent Indiana exhibitors attribute economic conditions as the major cause of bad business and say that people who used to go to their theatre at least once a week now can afford to go only once in two weeks. After an advanced admission price picture they probably can't afford to go for a month.

"The recent number of high-price pictures is beginning to brand in the patron's mind that a picture at regular prices is not too outstanding a picture to miss. There are more people than you might realize who are beginning to find that going to a movie is a luxury and they are beginning to sneer at 'movies are your cheapest entertainment.'"

The association also said it believes the "rash of high-admission pictures is one of the worst things that could happen to business at this time. We are sure that exhibitors who report 'no resentment' because they showed to just as many people must realize that just as many admissions were made possible because fewer theatres play these pictures day and date and they have drawn patronage from an area that they cannot normally expect to serve. This kind of patron may come to their theatre once or twice a year but there were an equal number of people from his own vicinity who stayed away—once regular patrons who may continue to stay away in the weeks to come."

Wisconsin Allied Bow Goes to W. F. Rodgers

MILWAUKEE—The affection and respect which W. F. Rodgers, retiring sales chief for Metro-Goldwyn-Mayer, has gained among exhibitors was shown at the convention of Allied Theatres of Wisconsin.

In a resolution adopted by the exhibitors they noted "with regret" Rodgers' decision to relinquish his active duties as sales manager. The text read:

"Whereas W. F. Rodgers has for so many years dedicated himself to unity in our business and has given much of himself to those extra activities to, we hope, the eventual benefit of our business and

"Whereas too often appreciations are said too late,

"Now, therefore, be it resolved that this convention expresses its appreciation to Mr. Rodgers for the efforts he has made to bring our industry closer together and our happiness that he is not retiring but will continue his active interest in our business in an advisory capacity and we wish him many years of health and happiness and

"Be it further resolved that this convention sends its greetings to Mr. Charles Reagan in his difficult assignment in following in Mr. Rodgers' footsteps and pledge him the same cooperation we gave "Bill," confident that he will grasp the torch and carry it on toward a better understanding between all branches of our great industry."

action taken at the convention here of Allied.

The exhibitors alleged that with current operating expenses increasing greatly, distributors generally have not recognized nor given attention to this factor in determining film rentals.

The association also called for classification of drive-ins.

"There is an established trend by film companies to place all drive-ins in one and the same category in fixing film rentals," the resolution pointed out, and that "the practice is enforced with complete disregard of grossing potential and run."

The association asked distributors to discontinue this practice and "decrease their film rental demands, giving recognition to drive-ins with limited grossing possibilities and inferior playing positions."

In a third resolution, the convention approved the action of the board of Allied States Ass'n of Motion Picture Exhibitors in proposing an all-inclusive arbitration plan to settle industry problems.

Chicago Judge Denies Bid For Extended RKO Run

CHICAGO—The Samuel Goldwyn-RKO petition for an extended run on "I Want You," was denied here by Federal Judge Michael L. Igoe, who termed the film "not unique in quality." He also said that it appeared to him that RKO Theatres was violating the spirit of the Jackson Park decree by changing only the second feature weekly at the RKO Grand Theatre (with "A Streetcar Named Desire") instead of making a complete change of program.

BOXOFFICE BAROMETER Award to Zanuck

'David and Bathsheba' Top Money Film in '51

HOLLYWOOD—Because 20th Century-Fox's current "David and Bathsheba" was found in this magazine's compilations to be the top grosser of 1951, Darryl F. Zanuck, who personally produced the Biblical Technicolor feature, was the recipient of the annual BOXOFFICE BAROMETER Award for the "greatest boxoffice picture of the year."

The trophy was presented to the 20th-Fox production chief, on behalf of Ben Shlyen, publisher of BOXOFFICE, by Ivan Spear, Hollywood editor. At the presentation, attention was called to the fact that Zanuck has won three out of four of the yearly BAROMETER kudos. Bestowal of the awards was inaugurated four years ago. His "Gentleman's Agreement" was honored in 1948, and "The Snake Pit" was the winner in 1949. The 1950 trophy went to Cecil B. DeMille for his "Samson and Delilah," a Paramount release.

At the award ceremony at the 20th-Fox studios, Ivan Spear, Hollywood editor of BOXOFFICE, is shown presenting the "David and Bathsheba" trophy to Darryl Zanuck (left), vice-president in charge of production. Zanuck had previously received the award for "Gentleman's Agreement" in 1948 and "The Snake Pit" in 1949.

BATTING AVERAGE .750

Thus Zanuck's batting average is .750, which is plenty high in any league—even Hollywood.

In accepting the trophy, Zanuck again emphasized the conclusion which is constantly becoming more firmly established in the thinking of the industry's top executives.

"While it is indeed gratifying that a 20th Century-Fox release should again have been the most widely patronized picture of the year," he said, "even more significant and encouraging is the additional testimony to a belief that we at Fox have long held—that good pictures are still dependable to pay their way and make a profit. It is further proof that more top-quality films, geared to meet current public tastes in entertainment, can go a long way toward dispelling the apprehensions which are besetting the industry because of a new and growing competitor."

TOP EXECUTIVES PRESENT

This year, the award to Zanuck was made under extraordinary circumstances inasmuch as on hand to witness and share in bestowal of the honor was most of the company's top brass from the New York homeoffice. This delegation included President Spyros Skouras; Al Lichtman, sales chief; Charles Einfeld, vice-president in charge of advertising and publicity, and Murray Silverstone, president of 20th Century-Fox International Corp. These officials had journeyed to Hollywood to confer with Zanuck and Joseph M. Schenck, studio production executive, on the company's filmmaking blueprint for 1952 and to screen and map sales and advertising campaigns on newly completed celluloid.

In amplifying on the good-pictures-still-pay-off theme, Zanuck called attention to the future policies and plans of 20th-Fox that were being formulated at the studio huddles. These plans, he reiterated, include emphasis on new faces, expanded production budgets and intensified advertising-exploitation campaigns.

Upon receiving the BOXOFFICE BAROMETER trophy, the 20th-Fox production chieftain again made it clear, as he did in keynoting the aims of those executive parleys, that the company intends to concentrate on films that will "prove a lure to millions of theatre patrons who desire the motion picture and no other source as their medium of entertainment."

Protest Skelton's TV Gags

ST. LOUIS—The board of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has voted to file a complaint with MGM in regard to the manner in which Red Skelton is said to be using motion picture gags in his weekly NBC television program. The exhibitor organization claims the effectiveness of these gags is lost by the time they are heard in theatres, even in first run situations.

U-I World Earnings In Record Increase

WASHINGTON—Universal Pictures Co. had a sensational increase of $9,661,928 in its worldwide gross during 1951, according to a report made Wednesday (19) to the Securities and Exchange commission.

The estimated total worldwide gross for the company and its subsidiaries for the 12-month period ending November 3 was $64,783,789, compared with $55,121,861 for the previous year.

For the fourth quarter of fiscal 1951, ending November 3, the estimated world gross was $20,750,000. For the same period the previous year the gross was $16,450,000.

The increase in that quarter was $4,300,000.

The other night, here in our the truly great experiences

For 118 minutes I thrilled to an authentic picturization, in Technicolor, of the story of a remarkable woman.

I saw, felt and lived the story of Jane Froman.

I saw "With a Song in My Heart"—a motion picture filled with every ingredient of greatness.

I saw what I believe to be one of the most outstanding musical entertainments of our company—vibrant—moving, unfolding itself with successively increasing upbeats.

What "Alexander's Ragtime Band" was in its day, "With a Song in My Heart" is in these times.

As your partner in the unending effort to increase theatre attendance, I feel it is my duty to promptly pass on to you this very good news. Also to outline our plans for the public presentation of this motion picture.

We could release "With a Song in My Heart" within a matter of a few weeks, but we feel that it is so ideally suited for playing at Easter time that we will

studios, I underwent one of of my career in this industry.

purposely withhold it so as to deliver it to you at a period of the year when you can bring the greatest measure of cheer and faith and music to your audience.

This delay in release will give us all more time to get behind this picture with a really great and outstanding showmanship campaign.

We in distribution will herald "With a Song in My Heart" with as sweeping and penetrating an advertising, publicity and exploitation compaign as merchandised "David and Bathsheba."

We urge you, as our exhibitor partner, to begin now to inform your community, through every device available to you, of the coming of this glorious picture.

We now invite all exhibitors to attend the trade showings of this magnificent picture and will shortly announce the dates for these. I am confident you will acclaim it one of the greatest musical productions in our company's history.

AL LICHTMAN

Dec. 12, 1951 —at the 20th Century-Fox Studios
Beverly Hills, Calif.

Pulse Beats

Full Salaries to Be Restored For 130 20th-Fox Officials

Spyros P. Skouras, company president, said the restoration, effective December 29, is being based on profits of the six-month period ending on that date; cuts of 25 to 50 per cent started July 1 and affected executives in both Hollywood and New York who earn more than $500 a week; improved earnings made the move possible, but the voluntary cut plan will continue through 1952 and 1953.

*

Albany TOA Is Reactivated; To Set Up Grievance Panel

Lewis Sumberg named executive director at organization meeting held Monday (17); dues will be seven cents a seat or per car capacity; Harry Lamont is temporary chairman.

*

Sidney Samuelson in Two-Day Talks With Distributors

Puts eastern Pennsylvania trade practice complaints formulated recently in Philadelphia mass meeting before sales department heads; withholds details until he reports to his group.

*

NPA Acts Upon 20 Requests For Theatre Construction

One indoor theatre and one drive-in given allotments, seven drive-ins approved requiring no allotment, one indoor and two drive-ins exempt, and four of each type denied.

*

Loew's Consent Decree Talks Aiming at Jan. 23 Deadline

Attorney for company silent, but Philip Marcus of the Department of Justice says conferees are now closer together than ever; deadline postponed several times.

*

Department of Justice Bars New Extension for Schine

Last of series of extensions of time for getting rid of seven theatres under terms of antitrust decree expired Monday (17); move to force action is foreseen.

*

20th-Fox Rushing Compliance To Decree, Court Is Told

Fred Pride, company attorney, tells U.S. Judge Alfred Coxe the company hopes to have complete plan of reorganization covering divorcement ready by next June.

*

Roy Rogers-NBC-TV Show To Start December 30

Former Republic western star will star in his own series Sundays; opening program will be full hour presentation with Bob Hope as special guest; half-hour westerns start January 6.

Arbitration, TV Top MPAA Domestic Plans

NEW YORK—Eric Johnston is considering postponement of his projected South American tour as goodwill ambassador of the Motion Picture Ass'n of America, he said before leaving for a year-end vacation at his Spokane, Wash., home. He will review domestic problems that might call for his personal attention before reaching a final decision.

Johnston did not say what the domestic problems are, but it seemed evident that among them are a decision on some method of arbitration of trade disputes, the manner of presentation of the industry's application to the Federal Communications Commission for television frequencies, and establishment of an MPAA statistical department with access to information possessed by member companies as well as other segments of the industry.

With antitrust suits totaling over $330,000,000 and with exhibitor complaints to the Department of Justice that some clauses of the Paramount decree are being ignored or at least circumvented, arbitration would seem to be Johnston's biggest problem. He would probably concentrate on trying to arrange an overall meeting of exhibitor organizations with the distributors.

As far as television is concerned, James B. Fly will present the technical side of the arguments to the FCC, but member company presidents think that Johnston could lend additional force to their presentations by making a personal appearance.

The third problem, that of accumulating statistics for study, is something that Johnston has studied for some time. MPAA member companies as well as exhibitors have always set up roadblocks when asked for vital information because of a fear that important information would find its way to competitors. Johnston said some months ago that this industry is the only one lacking a repository of vital statistical information, and that if he couldn't overcome its attitude, he would close out the MPAA research department. Its activities were afterwards greatly curtailed.

With the signing up by Johnston of Griffith Johnson, economist of the Economic Stabilization Agency and a top man in his field, it seems that Johnston now believes he can get some industry segments to loosen up on their fiscal records. If this proves to be true, observers say, great progress will have been made, because statistics are often needed when the industry's case has to be presented to the government or the public.

Edward Cooper to Direct MPAA's TV Department

WASHINGTON—The Motion Picture Ass'n of America announced Tuesday that Edward Cooper, former staff director of the senate majority policy committee, will take over the post of director of the association's television department on January 2.

Cooper is considered one of the most informed men in Washington on government relations in the television field, as a result of his experience with the senate interstate and foreign commerce committee, where he was communications staff director.

RKO Theatres Meeting Has Third Adjournment

DOVER, DEL.—The RKO Theatres first annual stockholders meeting, to elect a board of directors, received its third adjournment December 18 as the counting of proxies continued slowly and was only partly completed.

The new date, at which time it is hoped that the complicated proxy count will be completed, is Jan. 3, 1952. The original stockholders meet was held in Dover December 6. The first postponement was to December 7, then to December 11 and finally to December 18.

The counting is being done by two representatives of Irving Trust Co., representing Howard Hughes and the present RKO Theatres board, with a representative of the opposition stockholders' committee, which seeks representation on the board, also present to verify the count.

Not Required to Dispose Of Theatre Stock: Hughes

WASHINGTON—Howard Hughes asked the Supreme Court on Tuesday (18) to set aside the order of the New York statutory court under which the Irving Trust Co., court-appointed trustee for the Hughes stock in the new RKO theatre company would be required to sell it if Hughes himself does not dispose of it by February 20, 1953.

The high court previously agreed to hear the appeal and arguments have been scheduled for the week of January 7.

The appeal brief, filed this week by T. A. Slack of Hollywood, attorney for Hughes, pointed out that the RKO consent decree merely provided for the voting trust, which is to "remain in effect until he, Howard Hughes, should dispose of his stock in one or the other of the new companies and that such voting trust should terminate upon such disposal by Hughes."

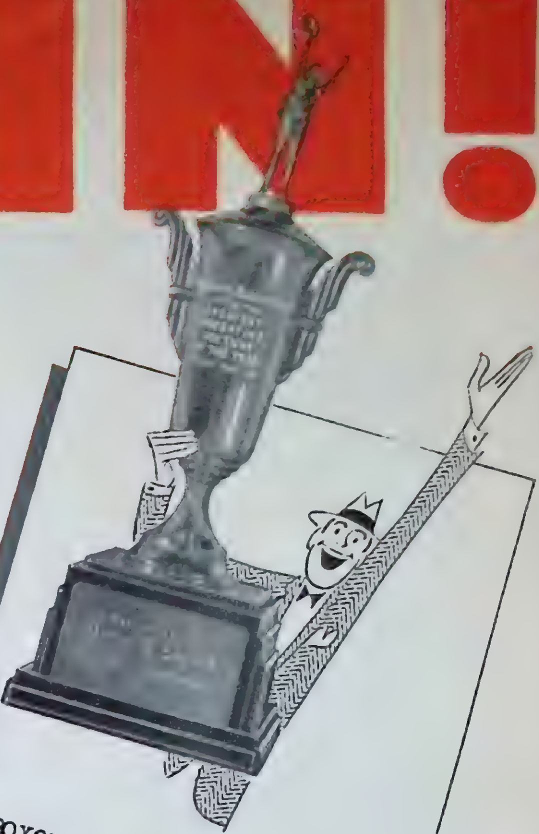
The decree "neither requires sale of the stock by (Hughes) nor authorizes the court to force a sale upon him," the brief declared. It pointed out that, in accordance with the decree, Hughes had decided to retain the stock of the new production company in his hands, had turned over his 929,020 shares of capital stock in the new theatre company to the trustee, but nowhere in the decree was required to dispose of it by a definite date.

Therefore, said the brief, the lower court erred in granting the government's motion for a termination date, after which the voting trustee would be required to dispose of the stock.

It cited numerous Supreme Court decisions to support its position that the property rights of a party to a consent decree "may not be summarily altered to his prejudice without his consent except upon a showing in a proper proceeding and upon competent evidence that there is some legally sufficient foundation for such alteration."

AGAIN!

TOP MONEY PICTURE OF 1951!



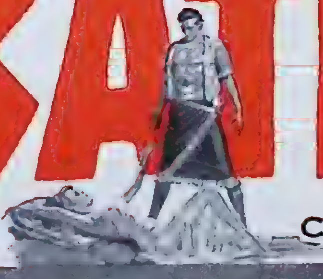
BOXOFFICE Magazine, through nationwide compilation of grosses, awards coveted trophy to Darryl F. Zanuck production "DAVID AND BATHSHEBA", directed by Henry King.

Third time in four years 20th Century-Fox has won the award.

In 1948 for "GENTLEMAN'S AGREEMENT", produced by Darryl F. Zanuck, directed by Elia Kazan. In 1949 for "THE SNAKE PIT", produced by Anatole Litvak and Robert Bassler, directed by Anatole Litvak.

20th CENTURY-FOX'S

DAVID AND BATHSHEBA



COLOR BY **TECHNICOLOR**

There's No Business Like 20th Century-Fox Business!

1951 Shorts Deliveries Highest in Three Years

456 Subjects in Current Release, With 70% As One-Reelers; Reissuing Best of Oldies

By JAMES M. JERAULD

Deliveries of shorts by the major companies are running higher at present than at any time during the past three years, but profits are not rising because of increasing costs. This has brought about an intensified study for new program material and has increased the number of reissues of the best of the older shorts.

Two of the most expensive series of the documentary type—March of Time and This Is America—have suspended production, but not distribution. Exhibitors have discovered their customers want them and they are booking reissues. This is bringing about a restudy of the shorts marketing problem.

SHORTS OUTPUT SAME AS FEATURES

Curiously, the total of shorts from major sources closely parallels the total of features—456. Seventy per cent of these are one-reelers, a higher percentage than a few years ago, because the one-reelers fit into the widely used double-feature programs and are more attractive to cost-conscious exhibitors who want variety in their programs without increasing the overhead. Most shorts now run from seven to ten minutes.

Shorts have had ups and downs on the sales graphs of major companies since 1912, with the peaks during the heyday of block booking 20 years ago when they were advertised heavily in the annual announcements of the companies and pushed persistently from week to week with promotional material and sales effort.

At present an almost worldwide search for new subject material is under way.

The industry is in a ferment about the future of newsreels. These are not usually referred to as shorts, but the subjects the reels cover turn up often in shorts of various kinds. The cry is for timely stuff—speed. This is one of the by-products of television.

HOW TO PROGRAM AND SELL SHORTS!

A Complete Guide to the "Spice of the Program"

In

Promotion

This Issue

Product for 1952 . . . Exploitation Tips . . . Merchandising Tie-Ups

An Exclusive BOXOFFICE *Service*

How to get material fast and deliver it fast are the problems.

Mitchell Wolfson, head of both the Wometco circuit and Theatre Owners of America, recently told his managers he was considering using television newsreels to get fresh material instead of "weekly magazine stuff," as he described it. His attitude is symptomatic. It is known to exist elsewhere but some leading exhibitors are not so outspoken.

S. H. Fabian has a man studying possible television program material for his circuit and has promised to make the results of these studies available to other theatremen.

Oscar Morgan, Paramount short subjects sales manager, says his company has made a study of the costs of delivering newsreels by air or coaxial cable to regional centers and has found the present wire and microwave charges prohibitive.

Peter Levathes, short subject sales manager for 20th Century-Fox, admits this is true, but predicts that by the end of 1952 or during 1953 a new situation will develop. Like all the other 20th-Fox executives, headed by Spyros P. Skouras, he is basing his hopes on the use of theatre television as a source of novelties to bolster film programs, and he is certain that regional news delivered by air and supplemented by national news handled in the same way on a daily basis will be the answer to the problem. The subject matter will be picked up first on film by hand-operated cameras.

TERRYTOON SALES DOUBLED

In the meantime the company has cut its shorts output from 20 series per year to six. Terrytoons, the company's cartoon series, continues as a standby, and sales have doubled in the past three years.

As a replacement for shorts, 20th-Fox is getting out special subjects running up to 55 minutes for public relations purposes. These are not entertainment in the ordinary sense; they are designed to draw new patrons and to make friends for the industry. They are not primarily intended to show a profit but some of them do.

"Holy Year" (45 minutes), "Farewell to Yesterday" (60 minutes), "Why Korea?" (32 minutes) and "The Guest" (31 minutes) have been outstanding examples. "The Guest" was the story of a miracle, a definite departure. It was shown at the New York Roxy, among other places. It was based on a Tolstoi story and stirred definite audience response, Levathes says.

Warner Bros. contemplate no important departures at present—for publication, at least—but Harry M. Warner feels, as he has done for years, that some shorts should be made for public service and the newsreel plays a part in this.

The tremendous increase in the number of educational, religious and industrial shorts produced for showings in schools and before organizations of various kinds has influenced the thinking of men producing shorts for theatre use.

Columbia has recently picked up three shorts for the World of Sports series in Denmark and Holland. These were made with government cooperation.

Independents are seeking material in far-off places and are offering the subjects to American distributors. One of the latest oddities is "African Sculpture Speaks." This has not been shown yet.

Morgan at Paramount says more care and thought are being put into shorts than ever before. The production values are greater, he says, and the company is constantly looking for new material.

Morgan originally was an exhibitor and recalls the days when Charlie Chaplin two and three-reelers cost more than features and outdrew some of the top stars of the day, including Mary Pickford.

Films began as shorts in vaudeville theatres. Then, as features gained popularity, the shorts replaced vaudeville.

DISNEY STARTED TREND

When Walt Disney introduced cartoons a new popularity for shorts developed. Despite the waxing and waning of different types of shorts—sports, comedies, travelogs, cowboy songs and semidocumentaries—cartoons persist as the best attractions in the shorts field. All the shorts sales executives agree on this.

Musical shorts have declined in number because of high production costs. A two-reel musical that could be produced for $35,000 a few years ago now costs about $100,000 and exhibitors won't pay the rentals required to show a profit. This explains the increasing number of reissues.

One of the encouraging features of the changing exhibitor attitude toward shorts, says Morgan, is their interest in particular shorts, rather than just shorts. They seldom call an exchange nowadays and say: "Send me a ten-minute short." They have discovered that proper selection of a short and some exploitation can help boost the gross on a borderline feature.

How to induce exhibitors to take advantage of subjects with regional interest is a problem nowadays.

Ronnie Coleman, Kearse Theatre, Charleston, W. Va., recently put on a campaign

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Cartoon Puts in a Plug For 'Movies Are Better'

Now it's the movie cartoon stars who are playfully rising to the aid of their human film-star brethren.

Paul Terry points up a movie moral in a soon-to-be-released Terrytoon cartoon, "Papa's Little Helpers," which stars his Terry Bears.

In the film, the Terry Bears harass Papa Bear into buying a television set. After a series of misfortunes in putting the television aerial up and trying to get the set to work, Papa Bear, with the consent of the Terry Bears, decides to get rid of it.

The last scene shows them happily approaching their favorite movie theatre, whose marquee announces:

"Movies Are Better Than Ever."

for "Sadie Hawkins Day" and figured he boosted the gross by $1,500. In Denver "Ski-Lark in the Rockies" had obvious local interest and exhibitors went to work on it. Morgan says results were excellent.

The same selling elements attach to newsreel football games. RKO Pathe recently issued a "Football Headliners of 1951," a two-reel compilation worthy of local exploitation because about 20 college teams were included.

Other companies have issues somewhat similar and make efforts to interest exhibitors. Some see the local advantages; others don't.

Shorts business has improved at times in the past when general business has been off, because exhibitors have been more selective and have put more effort into squeezing out every dollar of extra revenue. When business booms exploitation effort tends to decline.

OPINIONS DIFFER ON FUTURE

What of the future? Opinions differ sharply, even among executives of individual organizations.

Most distribution heads agree that cartoons eventually will be widely used in television because they are perfectly adapted to the medium, but during the next three to five years, they predict, there will be no swing by cartoon producers to TV because of the production costs. If the forecast of 1,500 to 2,000 TV stations ever comes true, the costs might be averaged out so advertisers could afford to support them. In the meantime the theatre income far exceeds the possible revenue from TV.

Other forms of shorts will have to find their level on TV. Film men agree that most TV programs—probably 90 per cent—will eventually be filmed.

Spyros P. Skouras, president of 20th-Fox, and his brother, Charles, head of National Theatres, see the time when big stage shows and other programs will be produced on TV stages in regional talent centers and telecast directly to theatres in color.

Right there the argument warms up. Some distribution executives, even in Paramount, which has TV interests, insist that any kind of a show, whether produced regionally or in any other way, that doesn't have some dramatic immediacy like a sporting event, would project better from film and an audience wouldn't care whether it was being produced simultaneously elsewhere.

In contrast, Levathes at 20th-Fox says the immediacy is obvious. His company is definitely committed to this experiment and is preparing to turn out the Eidophor color apparatus in quantity as soon as materials become available.

Eighteen months to two years may pass before the public gets opportunities to render a verdict.

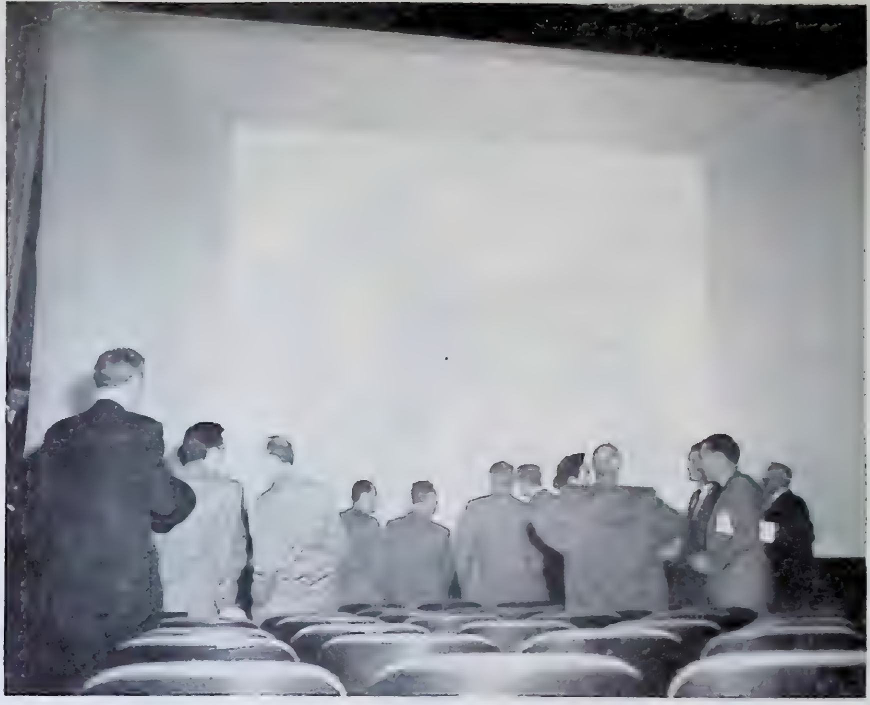
Columbia Quarterly Net Drops Below Last Year

NEW YORK—Columbia Pictures has reported a net profit of $165,000 for the 13 weeks ending September 29, or 15 cents per share on the common. For the same period last year the net was $290,000, or 33 cents per share.

Operating profit this year before taxes was $215,000, compared with $530,000 for the same period in 1950.

The figures are subject to final check by certified public accountants.

RCA Demonstrates Wide-Vision Screen



Members of the trade are shown inspecting the new RCA "light surround" screen at the Plaza Theatre in New York. The new type of motion picture screen attracted architects, exhibitors, circuit engineers and the press. The screen features side and top panels which pick up diffused light from the screen image, eliminating the conventional black frame.

Designers of the new "light surround" screen, Ben Schlanger (second from left) and William Hoffberg (extreme left) are shown inspecting the first commercial installation at the Plaza Theatre. With them are Leo Brecher (second from right), owner of the Plaza, and Martin F. Bennett, manager of RCA theatre equipment sales.

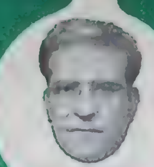
NEW YORK—A new Radio Corporation of America wide-vision screen was demonstrated Tuesday (18) at the Plaza Theatre, 58th St. and Madison Ave. It featured side wings and a top panel that picked up and reflected diffused light from the picture. It was made of RCA Snowhite screen material, a heavyweight Firestone Velon plastic, and was designed by Ben Schlanger, theatre architect, and his associate, William Hoffberg.

The installation gave the impression of a larger screen and a larger picture than usual. There was the effect of more realism and greater viewing comfort through less glare. The color tones, shown by the projection of "The Great Caruso," seemed perfectly natural as there was no sharp, dark frame to cut them off abruptly. The auditorium lighting was higher than usual, permitting patrons to find their seats with ease.

The screen was ordered by Leo Brecher, owner of the Plaza, after a successful earlier test at his Plaza in Scarsdale, N. Y., of a similar screen now permanently installed. There is another duplicate of the New York installation at the Cinema Theatre in the large Framingham, Mass., shopping center, and a similar one at the Lee Theatre, Fort Lee, N. J.

Among those at the New York demonstration, besides Brecher, Schlanger and Hoffberg, were William Evans, theatre manager; Martin F. Bennett, RCA manager of theatre equipment sales, and Ben Perse, president, Capitol Motion Picture Supply Corp.

AL LICHTMAN

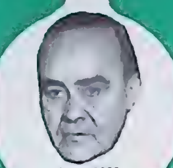

WILLIAM C. GEHRING

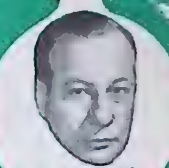
EDWIN AARON

ARTHUR SILVERSTONE

R. G. MARCH

J. M CONNOLLY


C. B. KOSCO


C. GLENN NORRIS

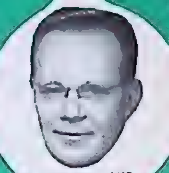
H. G. BALLANCE

T. R. GILLIAM

T. O. McCLEASTER

SAM DIAMOND

J. J. LEE


M. W OSBORNE

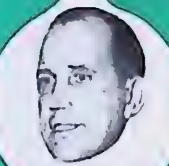
W. A. BRIANT

GORDON F. HALLORAN

R. E. MOON

ABE DICKSTEIN

AL LEVY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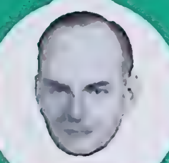

JACK BURK

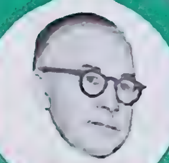
ALEX W. HARRISON

M. MOSKOWITZ

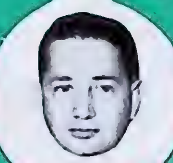
FRED R. DODSON

M. A. LEVY

RALPH PIELOW, JR.


E. X. CALLAHAN

JOHN E. HOLSTON

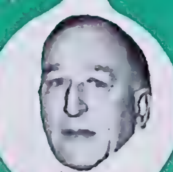

PETER MYERS

V. J. DUGAN

KENNETH O. LLOYD

CHARLES F. POWERS

G. L. CHERNOFF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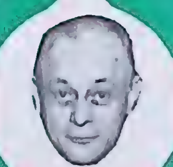

J. R. NEGER

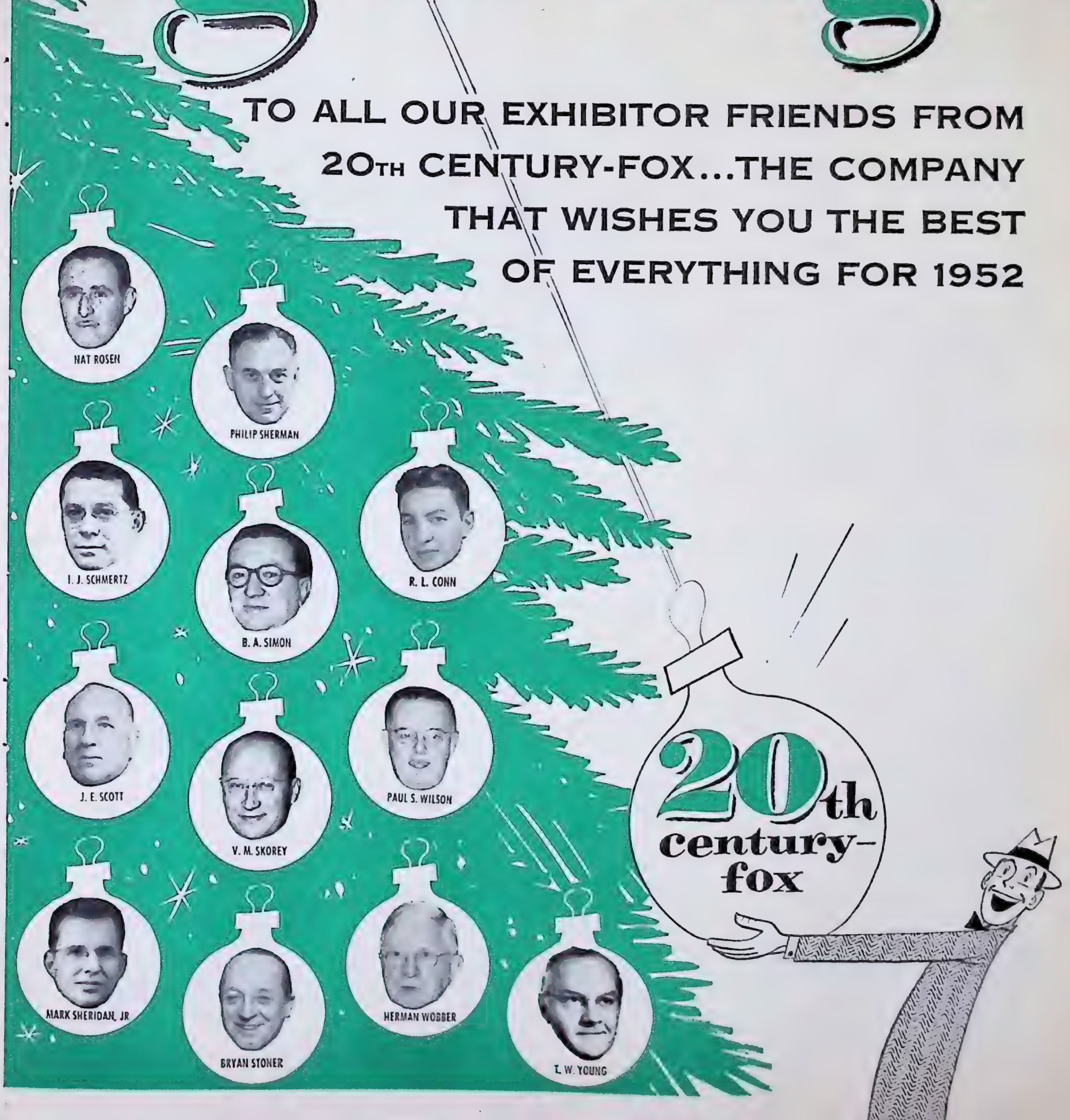
JACK M. ERICKSON

J. H. LORENTZ

I. B. ROSEN

Season's greetings

TO ALL OUR EXHIBITOR FRIENDS FROM 20TH CENTURY-FOX...THE COMPANY THAT WISHES YOU THE BEST OF EVERYTHING FOR 1952


NAT ROSEN
PHILIP SHERMAN
I. J. SCHMERTZ
B. A. SIMON
R. L. CONN
J. E. SCOTT
V. M. SKOREY
PAUL S. WILSON
MARK SHERIDAN, JR
BRYAN STONER
HERMAN WOBBER
T. W. YOUNG
20th century-fox

ONE-FOURTH OF 32 FILMS SET FOR JANUARY TO BE IN COLOR

Five to Be in Technicolor; Total Is Three Less Than 35 in Jan. '51

By FRANK LEYENDECKER

NEW YORK—Eight features out of the 32 to be released during January 1952 will be in color, including five in Technicolor—one-fourth of the lineup. This is three less than the 35 released in January 1951, but two more color features than the six released in the same period in 1951.

The Technicolor features for January will be: one musical, "I'll See You in My Dreams," one spectacle, "Pandora and the Flying Dutchman," and three in the action category, "Flame of Araby," "Hong Kong" and "The Cimarron Kid." "Aladdin and His Lamp," which was prereleased in December, and "Indian Uprising" are in Cinecolor, and "Tembo," a jungle film, is in Ansco Color.

ADDITIONAL DRAMA ENTRIES

In addition to the adventure dramas in color, other important dramas for January release will be: "I Want You," "Another Man's Poison," "Bright Victory," "Decision Before Dawn," "Westward the Women," "It's a Big Country," "For Men Only," "A Lady Possessed," "Chicago Calling," "Boots Malone," "Steel Fist" and "Storm Over Tibet."

The comedies will include: "A Girl in Every Port," "Finders Keepers," "The Model and the Marriage Broker," "Room for One More" and "The Lady Says No." The balance are either program action pictures or westerns, including one from Gene Autry.

Broken down by companies, the January releases will be:

COLUMBIA—"Boots Malone," starring William Holden with Johnny Stewart, Stanley Clements and Basil Ruysdael; "Indian Uprising," in Supercinecolor, starring George Montgomery, Audrey Long and Carl Benton Reid; "Storm Over Tibet," with Rex Reason and Diana Douglas, and "Smoky Canyon," a Charles Starrett western with Smiley Burnette.

LIPPERT—"For Men Only," starring Paul Henreid with Margaret Field, and "Man Bait," starring George Brent and Marguerite Chapman.

MGM—"Pandora and the Flying Dutchman," in Technicolor, starring James Mason and Ava Gardner with Nigel Patrick; "Westward the Women," starring Robert Taylor and Denise Darcel with Hope Emerson, and "It's a Big Country," in eight episodes starring Ethel Barrymore, Gary Cooper, Van Johnson, Gene Kelly, Janet Leigh, Fredric March, William Powell with Marjorie Main and George Murphy.

MONOGRAM—"Aladdin and His Lamp," in Cinecolor, starring Johnny Sands and Patricia Medina with Dick Erdman; "Steel Fist," starring Wayne Morris and Kristine Miller, and "Texas City," starring Johnny Mack Brown and James Ellison.

PARAMOUNT—"Hong Kong," in Technicolor, starring Ronald Reagan and Rhonda Fleming with Marvin Miller, Nigel Bruce and Danny Chang.

REPUBLIC—"A Lady Possessed," starring James Mason and June Havoc with Stephen Dunne and Fay Compton; "Woman in the Dark," with Penny Edwards and Ross Ford, and "Captive of Billy the Kid," starring Allan "Rocky" Lane.

RKO—"I Want You," a Samuel Goldwyn production, starring Dorothy McGuire, Dana Andrews, Farley Granger and Peggy Dow; "A Girl in Every Port," starring Groucho Marx, Marie Wilson and William Bendix with Don DeFore, and "Tembo," a Howard Hill documentary feature in Ansco Color.

20TH CENTURY-FOX—"Decision Before Dawn," made in Europe, starring Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff; "The Model and the Marriage Broker," starring Jeanne Crain, Scott Brady and Thelma Ritter, and "Japanese War Bride," starring Don Taylor, Shirley Yamaguchi and Marie Windsor.

UNITED ARTISTS—"Another Man's Poison," a Dougfair production made in England, starring Bette Davis, Gary Merrill and Emlyn Williams; "The Lady Says No," a Frank Ross production, starring Joan Caulfield and David Niven, and "Chicago Calling," an Arrowhead production, starring Dan Duryea with Mary Anderson and Gordon Gebert.

U-I—"Bright Victory," starring Arthur Kennedy and Peggy Dow with Will Geer and Nana Bryant; "Flame of Araby," in Technicolor, starring Maureen O'Hara and Jeff Chandler with Susan Cabot and Lon Chaney; "The Cimarron Kid," in Technicolor, starring Audie Murphy and Beverly Tyler, and "Finders Keepers," starring Tom Ewell, Julia Adams and Evelyn Varden.

WB—"I'll See You in My Dreams," in Technicolor, starring Doris Day and Danny Thomas with Patrice Wymore, Frank Lovejoy and James Gleason, and "Room for One More," starring Cary Grant and Betsy Drake with Iris Mann.

Kirsch Asks Distributors to Reveal TV Sales Policies Immediately

CHICAGO—Jack Kirsch, president of Illinois Allied, says all distributors should state their policies on releasing or producing films for television and that the time has arrived "to call a spade a spade."

Kirsch's remarks were made before the Allied board. He declared that large libraries of films, notably Republic's, might be released and he pointed out that several national distributors have subsidiaries for production of TV films. He named Edward Small as a producer who has turned to the TV market.

Kirsch said Chicago exhibitors, in a strong TV territory, were holding on "with both hope and despair." The hope arises from statements made by distributors, and the despair is due to the "growing tendency of more and more independent producing and distributing companies who are turning to television."

"The time for pussyfooting is past," Kirsch asserted. "There can be no half measures. This is too serious a piece of business to trifle with. Frank and straightforward statements should be made on this score now by the presidents of every major film company.

"At least if the presidents of 20th-Fox, MGM, Warner Bros., RKO, Columbia, Universal, United Artists and Paramount should come out with a statement that the future of their business lies solely with motion picture theatres—and mean it—then the hopes which these exhibitors harbor will prove meaningful and the despair meaningless."

Teenagers' Campaign For Cut Prices Won

LA SALLE, ILL.—Teenagers in LaSalle and adjoining Peru got themselves a reduction in admissions with the argument that while the law forbids them to hold salaried jobs until they are 16, theatres begin charging them adult prices at 12. Their campaign was successful, and L. P. Theatres, Inc., which operates the three theatres in the two towns capitulated.

The campaign was started in a grade school newspaper and the youngsters bombarded managers and newspapers with complaints. With proper identification, the teenagers now pay 25 cents at two of the theatres and 35 cents at the other whereas, before, the admissions were 44 cents and 60 cents.

Denver Court Grants Permit To 20th-Fox for Theatre

NEW YORK—Approval for the erection of a theatre in Denver by 20th Century-Fox was granted by Judge Alfred Coxe in U.S. district court Wednesday (19). John F. Wolfberg of Wolfberg Theatres opposed the application on the ground that it would set up a violation of the consent decree covering 20th-Fox subsidiaries.

The situation arose as a result of the fact that National Theatres will vacate the Paramount Theatres, now held under lease, next March. National applied for permission to build a new theatre on the ground that it would be at a competitive disadvantage.

When NPA changed the project, Wolfberg went to court.

47 Story Properties On Warner Lineup

NEW YORK—Warner Bros. has 47 story properties lined up for future production and Jack L. Warner, executive producer, says their values match the known tastes of the moviegoing public.

"There has been a certain amount of puzzlement and confusion in this industry during the past few years," says Warner, "but the important factor about the present, known to us and certainly no secret to other producers, is that only fine entertainment does fine business."

The production policy will be flexible, according to Warner, and productions will be geared to world conditions current at any selected time. The property list will be amplified as stage plays, important books and original manuscripts become available.

The product schedule includes the following:

Completed and ready for release

"Room for One More," co-starring Cary Grant and Betsy Drake; "This Woman Is Dangerous," starring Joan Crawford, Dennis Morgan and David Brian; "Retreat, Hell," with Frank Lovejoy, Richard Carlson, Rusty Tamblyn and Anita Louise; "The Lion and the Horse," in Warnercolor, with Steve Cochran; "Bugles in the Afternoon," starring Ray Milland with Helena Carter, Hugh Marlow and Forrest Tucker; "Mara Maru," starring Errol Flynn and Ruth Roman; "The Big Trees," in Technicolor, starring Kirk Douglas with Patrice Wymore and Eve Miller; "Carson City," in Warnercolor, starring Randolph Scott.

"About Face," Technicolor musical, with Gordon MacRae, Eddie Bracken, Dick Wesson, Virginia Gibson, Phyllis Kirk and Aileen Stanley jr.; "Where's Charley?" Technicolor version of the stage hit starring Ray Bolger, with Allyn McLerie, Robert Shackleton and Mary Germain; "The Crimson Pirate," in Technicolor, starring Burt Lancaster, with Nick Cravat and Eva Bartok; "She's Working Her Way Through College," Technicolor musical with Virginia Mayo, Ronald Reagan, Gene Nelson, Phyllis Thaxter and Don DeFore.

Forthcoming productions:

"The Story of Will Rogers," in Technicolor, with Will Rogers jr. in the title role and Jane Wyman as Mrs. Rogers, with Michael Curtiz as director and Robert Arthur as producer.

"The Miracle of Our Lady of Fatima," to be produced in Warnercolor by Bryan Foy; "The Desert Song," Technicolor version of the Sigmund Romberg-Oscar Hammerstein II musical hit, to be produced by Rudi Fehr; "The Iron Mistress," based on a best-seller and to be produced by Henry Blanke; "The Jazz Singer," starring Danny Thomas, to be produced in Technicolor by Louis F. Edelman and directed by Michael Curtiz, and "The Story of Eddie Cantor."

"The Sea Chase," "Getting Married," "Here Come the Girls," "Marriage '52," "Handle With Care" and "The Helen Morgan Story," to be produced by Robert Arthur.

"The System" and "The Turquoise" from Producer Sam Bischoff.

"The Flame," "Broadway Revisited," "Green Light," "The Grace Moore Story" and "We Came Out Fighting," produced by Henry Blanke.

"A Lion in the Streets," a William Cagney production.

"Four Chaplains" and "Career Girl."

"Come On, Texas," "Springfield Rifle," "At the End of the Rainbow," "Stop, You're Killing Me," all Louis Edelman productions.

"Burning Daylight," to be produced by Rudi Fehr.

"Alexander, the Big Leaguer," produced by Bryan Foy.

"April in Paris," "Sally," "When Old New York Was Young," "Miss America," "By the Light of the Silvery Moon," "Hobby Horses" and a musical treatment of "Calamity Jane," all to be produced by William Jacobs.

"His Majesty O'Keefe," Norma Productions.

"The Winning Team," produced by Melville Shavelson.

"The Story of Sam Houston," "Top of the World," "Serenade," "Man With a Gun," "Target Zero," "Pawnee Bill," all Robert Sisk productions.

"The Story of Eddie Cantor," produced by Sidney Skolsky.

"Dream Street" and "Blowing Wild," from Milton Sperling's United States Productions.

"Golden Trail" and "Rear Guard," produced by David Weisbart.

"The San Francisco Story," with Joel McCrea and Yvonne DeCarlo, a Fidelity Pictures production.

"Jack and the Beanstalk," an Abbott and Costello comedy in super Cinecolor which will be the Easter release.

'Exclusive Frequencies Needed for Best Service'

WASHINGTON—Theatre television can render the best service to the public only if it is assigned exclusive frequencies, the film industry re-emphasized Monday (17) in a united statement to the Federal Communications Commission.

The Motion Picture Ass'n of America, Theatre Owners of America and the National Exhibitor Theatre Television Committee, filed a joint set of comments with the FCC on the proposal by 20th Century-Fox last September that the commission include among the issues to be brought up at next February's hearings the feasibility of giving theatre TV shared frequencies with mobile radio and other so-called "industrial radio services."

The three associations, filing through their attorneys, agreed that it appears technically possible to utilize the industrial radio service frequencies for theatre television, but that the adoption of such a step "would be, at most, a decision of expediency."

The three groups approved the inclusion of this subject as an issue in the hearings, since it will thereby afford the commission more alternatives to consider, but, the statement declared:

" . . . The position of these organizations is that theatre television, as an industry, can best serve in the public interest if, and only if, it is granted an assignment of exclusive frequencies. Exclusive frequencies are necessary if a truly competitive, nationwide theatre television service is to be established, because of the inevitable expansion and technical growth of the service."

MPAA was represented by Vincent Welch of Welch, Mott & Morgan, and James L. Fly of Fly, Shuebruk & Blume; and TOA and NETTC by Marcus Cohn of Cohn & Marks.

Loew's Buys Mayer Share In 27 Years of Films

NEW YORK—Loew's, Inc., has acquired from Louis B. Mayer the latter's residual interest in the profits of the films produced during his 27 years regime as vice-president in charge of production for MGM, according to a home office statement December 17.

Under his contract, Mayer had a 10 per cent stake in the profits of all pictures produced during his regime. It is believed that about 800 pictures were made by MGM in the 27-year period. Even those films which were half-completed when he left the company in August were included in the terms of the contract.

The settlement was not disclosed, but when Mayer left the organization it was estimated the residual rights were probably worth about $2,000,000 to $2,500,000.

Lippert National Conclave To Be Held in Chicago

HOLLYWOOD—Its first national sales convention, a three-day affair, will be held by Lippert Pictures Thursday (27) through Saturday (29) at the Blackstone hotel in Chicago.

The conclave will be attended by home-office executives, division and branch managers, salesmen and bookers representing the 28 Lippert exchanges.

President Robert L. Lippert will analyze the company's product outlook for 1952, and he and Arthur Greenblatt, general sales manager, will outline sales plans for the new year. Three releases, "Navajo," "For Men Only" and "Man Bait," will be screened at the gathering.

In attendance, in addition to Lippert and Greenblatt, will be William M. Pizor, vice-president; Al Grubstick, assistant sales chief; Max Cohen, Harris Dudelson, Herman Beiersdorf and Nelson Towler, respectively eastern, midwest, central and southern division managers; Madison Schwer, controller; and Marty Weiser, advertising-publicity director.

Top Winners Are Picked In 'Samson' Art Contest

NEW YORK—Three national winners from among the 30 state winners have been selected in the two-year national and Canadian "Samson and Delilah" art competition. Harry Longo of Paterson, N. J., won first prize of $2,500, Tina Prentiss of Somerville, Mass., second, and Clyde C. Espenscheid jr. of Richmond Heights, Mo., third. The last two winners received substantial merchandise awards.

The 27 other state and Canadian winners received two-year scholarships with the Institute of Commercial Art, Westport, Conn. Selections were made by a jury consisting of Roy Tillotson, Arthur William Brown and Vincent Trotta, prominent artists.

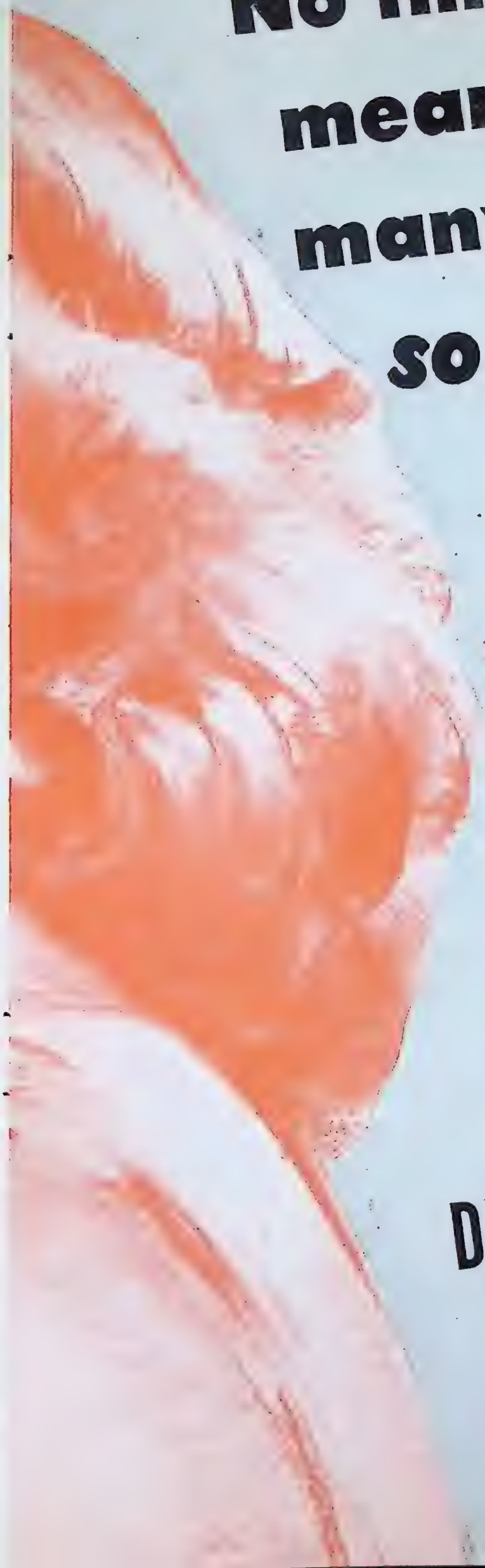
Souvaine to Distribute Two Romulus Pictures

NEW YORK—Souvaine Selective Pictures has acquired the western hemisphere distribution rights to two new Romulus productions made in England, "Treasure Hunt" and "The Innocents Abroad." These will bring the Souvaine 1951-52 release schedule to ten.

The deal was closed by James Wolff of Romulus Pictures and Charles Amory, vice-president in charge of sales for Souvaine. "Treasure Hunt," which will be released in the U.S. in January, stars Martita Hunt, Naunton Wayne and June Clyde. "The Innocents Abroad," which will be released in April, stars Margaret Rutherford, Basil Radford and Naunton Wayne.

Spyros Skouras, Jessel In Distressed Plane

Los Angeles—Spyros P. Skouras and George Jessel were on a plane from San Francisco which flew over the airport here for two hours while the flight engineer tried to lower the front landing wheels. At one time the passengers were asked to stand in the back of the plane in order to shift the load.



No three words ever meant so much to so many people...*and to so many* EXHIBITORS!

"I WANT YOU"

from **SAMUEL GOLDWYN** comes
the most moving story of our day

starring
DANA ANDREWS · DOROTHY McGUIRE
FARLEY GRANGER · PEGGY DOW
with ROBERT KEITH · MILDRED DUNNOCK · RAY COLLINS
Directed by MARK ROBSON · Screenplay by IRWIN SHAW
Distributed by RKO RADIO PICTURES Inc.

Men and Events

By JAMES M. JERAULD

No More B Pictures?

FROM time to time distributing companies announce there will be no more B pictures. There have been three of these announcements lately.

Somebody is joking. There have been big-budget pictures, medium-budget pictures and low-budget pictures since this business began to develop in a big way and there will continue to be. It might be just as well to drop all reference to B films, because "B" seems to indicate inferiority and nobody sets out to make an inferior film.

In these days when there is so much exhibitor resistance to advancing admissions it might also be a good idea to soft pedal the publicizing of huge costs. Pictures can be sold on their intrinsic merits by convincing exhibitors they can make money with them. This goes all the way down the line to the low-budget westerns.

Y. Frank Freeman says there are 21,000 theatres in the United States, with 16,000,000 seats, or one seat for every ten persons in the country. He also says attendance last year was 65,000,000 persons against 85,000,000 in 1946.

Statistics like these feed the television propagandists with the kind of stuff the Movietime U.S.A. campaign was designed to suppress.

Within a few days after Freeman's statement the TV leaders were boasting that there are now 14,550,000 sets with eight or nine million nightly listeners. How they found out the number of listeners is one of the trade mysteries, but the figures look impressive. Some television men may be weeping in their beer over high costs and loss of sponsors for important programs, but they are doing it privately, obviously on the theory that nothing succeeds like success, an axiom of show business.

Nothing pleases the television people more than a widespread impression that people are leaping off the film band wagon to climb onto the TV wagon.

The TV producers are trying to convince their sponsors that all programs are so good they are worth the price, even though the price is fantastic. Nobody ever heard any telecaster admit there is a B program.

Industry Gossip

COMMENT is going the rounds in film offices these days about the Motion Picture Ass'n of America and the Economic Stabilization Agency.

It started when it was made known that Eric Johnston would return to the MPAA office from the ESA and in the future would consider New York as his headquarters rather than Washington. In his first press interview he said he would leave January 15 for South America, with stops planned later in Japan, the Philippines, Australia and Europe. Joyce O'Hara, who has been in charge in Johnston's absence, will accompany him.

At about the same time four men from the Economic Stabilization Agency were named to the MPAA staff, one to manage the Washington office and another to manage the New York office, a third as an addition to the Washington publicity staff and a fourth as economic adviser to Johnston. None has had film industry experience.

Some sales executives and exhibitor leaders who have been studying an approach to arbitration and other domestic problems with controversial angles have been asking over luncheon tables at the Astor and Sardi's, "Who is going to pick up the domestic hot potato?"

John G. McCarthy has been handling most of the foreign problems of the MPAA during the past year, and Irving Maas has headed the Motion Picture Export Ass'n. The only mention of McCarthy's name at the Johnston interview was to the effect that he would help liquidate the MPEA. Maas will depart at the end of the year, leaving the windup of details of that organization to his chief aide.

Statistics

DECEMBER 12 was the 50th anniversary of Marconi's first wireless message across the ocean. Radio and television and sound pictures developed out of that.

Important developments in these closely related fields seem to come at 20 to 25-year intervals.

Marconi's feat came 25 years after the first telephone message which took place in 1876.

Twenty years later, April 23, 1896, Edison's first pictures were projected at Koster and Bial's Music Hall. They would have had sound if Edison had been able to amplify it.

Another 19 years passed and the first transcontinental telephone call—New York to San Francisco—was made Jan. 25, 1915. The newly developed tubes that amplified the sound and made both radio and sound pictures possible were used.

The 25th anniversary of sound films was celebrated this year and this also is the 25th anniversary of the first transatlantic radio-telephone call and Baird's invention of television.

Another TV Poll

POLLSTERS from Woodbury College on the coast reported that during the sixth Tele-Census by students 60 per cent of the respondents said they were willing to pay $1 per show for good non-sponsored TV programs, but that they would not be willing to pay $1 to see top-grade entertainment in a local theatre. They also would be willing to have the charges put on the monthly telephone bill or collected by a meter device.

There's something wrong with this poll. The questions must have been confined to adults. They are the ones who receive telephone bills and they usually make up the so-called "lost audience."

All the Woodbury students have to do to make that poll look ridiculous is to count their fellowstudents in a theatre where they see two-hour shows for about 50 cents each.

Montague Named Head Of Rogers Hospital

NEW YORK—Abe Montague of Columbia Pictures was elected president of the Will Rogers Memorial hospital at the annual meeting of the board of directors held in the board room of Fabian Theatres Tuesday (18).

Other officers elected were: Chairman of the board—Robert J. O'Donnell; executive vice-president, Charles E. Lewis; vice-president, Richard Walsh; vice-president, Harry Brandt; vice-president, Robert Mochrie; vice-president, Herman Robbins; treasurer, S. H. Fabian; secretary, Max A. Cohen; assistant treasurer, George Eby.

The board includes: Maurice Bergman, Brandt, Cohen, Tom Connors, George Dembow, Gus S. Eyssell, Fabian, Charles J. Feldman, William J. German, Leonard H. Goldenson, Maurice R. Goldstein, John H. Harris, William Heineman, J. Robert Hoff, Harry M. Kalmine, Paul N. Lazarus jr., Lewis, Al Lichtman, Mochrie, Montague, O'Donnell, Sam Rinzler, Robbins, William R. Rodgers, Samuel Rosen, Fred J. Schwartz, Arthur Schwarts, Sam J. Switow, Morton G. Thalhimer, Joseph R. Vogel, Walsh, William White, Murray Weiss, Marc J. Wolf and Herbert J. Yates.

The board approved the establishment of a research laboratory program to be started shortly after the first of the year. A staff of technicians will be assembled.

The annual report of the executive vice-president showed that 27 new patients had been admitted during the past 12 months, 20 discharged as cured, and 14 new applications are now being processed for admission.

Most of the patients who were in the hospital when the present administration took over in 1949 have been discharged. Seven or eight more are due for discharge during the next 12 months. It is estimated that the first stage of capacity of about 80 patients will be reached before the next annual meeting.

Among the present patients about 13 are from the acting profession, 11 from radio and television, 12 are members of the theatrical unions, eight from the home offices of film companies, representing exhibition and distribution, and 18 from various general theatrical activities.

COMPO Suggests Feb. 14 As Annual Meeting Date

NEW YORK—The Council of Motion Picture Organizations has suggested February 14, 15 to members of its executive board as the date for its annual meeting and election of officers, but has yet to hear from a majority of them. The members represent ten groups—Theatre Owners of America, National Allied, Society of Independent Motion Picture Producers, Metropolitan Motion Picture Theatres Ass'n, Independent Theatre Owners Ass'n, Motion Picture Ass'n of America, Pacific Coast Conference of Independent Theatre Owners, Motion Picture Industry Council, Variety Clubs and the trade press.

The nominating committee, of which Jack Alicoate is chairman, has met several times. It is understood that efforts are being made to have Ned E. Depinet, RKO president, accept the presidency for another year, but that hope has been abandoned of persuading Arthur L. Mayer to continue as executive vice-president.

Double Fun!

Double Joy!

Double Boxoffice!

Double Everything!

RKO presents

DOUBLE DYNAMITE!

starring

JANE RUSSELL · GROUCHO MARX

FRANK SINATRA

PRESOLD THROUGH NATIONAL ADVERTISING to the multi-million readers of magazines and Sunday newspaper supplements totaling 46,397,687 CIRCULATION!

Directed by IRVING CUMMINGS · Produced by IRVING CUMMINGS, JR · Screenplay by MELVILLE SHAVELSON · Story by LEO ROSTEN

Universal Will Celebrate 40 Years of Film Making

Universal-International STUDIO
Welcomes The DIVISION and DISTRICT SALES MANAGERS

Universal Pictures production, distribution and promotion executives participating in a series of meetings at the U-I studios last week are seen in the above photo. Left to right: Foster M. Blake, western sales manager; Al Horwits, studio publicity director; John J. Scully, district manager from Boston; Fortunat Baronat, foreign publicity director; F. J. A. McCarthy, southern and Canadian sales manager; Philip Gerard, eastern publicity manager; Americo Aboaf, foreign sales manager; Charles Simonelli, manager of eastern advertising and publicity department; Edward Muhl, vice-president and general manager of the U-I studio; Morris Weiner, studio manager; William Goetz, in charge of production; P. T. Dana, eastern sales manager; Alfred E. Daff, vice-president and director of world sales; C. J. Feldman, domestic sales manager; P. F. Rosian, district manager from Cleveland; Leo Spitz, executive head of production; James V. Frew, district manager from Atlanta; David A. Levy, district manager from New York; David A. Lipton, vice-president in charge of advertising and publicity; Henry H. Martin, district manager from Dallas; Robert Goldstein, production executive; Manie N. Gottlieb, district manager from Chicago; James J. Jordan, circuit sales manager, and Barney Rose, district manager from San Francisco.

HOLLYWOOD—Its week-long, top brass conclave of studio and home-office executives ended on an optimistic note when Universal Pictures announced it will celebrate its 40th year as a major producing and distributing company via a world-wide, year-around anniversary observance starting with the advent of 1952.

Plans for the celebration were revealed jointly by Leo Spitz, executive head of production; William Goetz, in charge of production; Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager, after the final planning session in which east and west coast officials and personnel from the field participated.

40 Years . . . Carl Laemmle . . .

Carl Laemmle
Universal's First President

Kicking off the 40th anniversary ballyhoo will be a Nate Blumberg Anniversary drive, honoring the company president. This will begin January 1 and is to continue for 17 weeks. Blumberg also will be observing his 40th anniversary in show business.

The winning division, district and branch managers in the Blumberg drive will be awarded trips abroad—with their wives—to any foreign country of their choice, while the winning foreign branch manager will be given a trip to New York and Hollywood. These trips will be in addition to $35,000 in cash awards for domestic competitors and more cash for the foreign sales forces.

The Spitz-Goetz-Daff-Feldman statement declared:

"As it approaches its 40th year, our company looks to the future with confidence and optimism . . . Our faith in the future and our responsibility to every section of the motion picture industry is reflected in our 40th anniversary production program, which represents the most ambitious program ever undertaken by our studio."

They cited a 36-picture program, more than half of which are in Technicolor, and of which at least ten will be placed in distribution during the 17 weeks of the Blumberg drive. These include "Week End With Father," starring Van Heflin and Patricia Neal; "Bright Victory," toplining Arthur Kennedy and Peggy Dow, which has had some pre-release engagements this year; and "Flame of Araby," "The Cimarron Kid," "Steel Town," "Battle at Apache Pass" and "Bend of the River," all in Technicolor; and "Ma and Pa Kettle at the Fair."

. . . to Nate J. Blumberg

Nate J. Blumberg
President Since 1937

Universal Came Into Being in 1912

The name Universal as a motion picture producing company came into being in 1912 when Carl Laemmle joined forces with Charles Bauman, W. H. Swanson, P. A. Powers and R. H. Cochrane to establish the Universal Film Manufacturing Co. Three years earlier Laemmle had turned from exhibition to production and founded The Imp Co. which had many of the early stars on its roster. It was in 1912, also, that Universal acquired some land at Gower and Sunset in Hollywood and established a west coast studio. In two years, however, this space was outgrown—westerns alone required greater roaming areas—and the company acquired a ranch which today has been developed into Universal City. Under Laemmle's guidance, the company grew quickly. Anna Pavlowa, the great dancer, made a picture for him in 1916. "Twenty Thousand Leagues Under the Sea" was an early epic, and a great boxoffice success was "Traffic in Souls," probably the first mass day-and-date opener in history. It played in 30 New York theatres at one time. Lon Chaney, Clara Bow, Dolores Del Rio, Emil Jannings, were early stars. Laemmle remained with the company until 1935 when he sold to a group headed by J. Cheever Cowdin. In 1937, Nate J. Blumberg, who had been head of RKO Theatres, was elected president.

In the Newsreels

Movietone News, No. 101: The Korea front; Germans attend UN assembly; businessmen see flames of war; 20th-Fox stars honored by magazine; DiMaggio out after 13 years; Kazmaier named the Player of the Year; two tumblers and 13 glasses.

News of the Day, No. 231: Tax scandals rock capital as Truman pledges cleanup; Acheson reports; mass adoption; happy surprise for doomed child; yuletide at the front; top grid honor for Kazmaier; Joe DiMaggio quits baseball

Paramount News, No. 34: Mayhem in Montreal—wrestling; Acheson home from Europe; child's world of art; tax scandal inquiry rocks Washington; sports names in the news—Dick Kazmaier and Joe DiMaggio.

Universal News, No. 517: Air war in Korea; Christmas at the front; MacArthur receives Salvation Army citation; Dick Kazmaier gets Heisman trophy; Joe DiMaggio retires; plane crash in Paris; American sailors adopt Japanese orphans; tax scandal in Washington.

Warner Pathe News, No. 36: Christmas around the world—1951; Korea—the air war; New York—Joe DiMaggio retires; Acheson back from Europe

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Movietone News, No. 102: New York-Miami airliner crashes—56 aboard killed; volcano victims get aid and food; Mexicans honor national saint; so you think it's cold?; X-ray pictures in 60 seconds; Vyvyan Donner's fashions for dolls; film notables see "Fixed Bayonets"; water ski champs; ski jumping under lights.

News of the Day, No. 232: Airliner crash; Barkley and wife from Korea; Nobel award; help for victims of volcano; family adopts baby gorilla; new adventures of Charlie the Chimp; ski jumpers hail winter; All-American aqua skiing

Paramount News, No. 35: C-46 transport crashes in New Jersey; fashions for the younger set; Barkley's report on Korea; news of the animal kingdom.

Universal News, No. 518: Plane crash in Elizabeth, N. J.; Barkleys home from Orient; Collier award; jet planes for NATO; Little Olympics; baby gorilla; ski season opens.

Warner Pathe News, No. 37: New Jersey plane crash; Korea—UN truce team tries to break deadlock; Washington—push-button garage opens in Washington; the house in the sky; fleece fashions demonstrate wool power; All-American water ski tournament; pro football—Forty-niners upset Lions, 21-17.

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Telenews Digest, No. 50B: UN—unrest grows; New York—Acheson arrives; Italy—U.S. tanks give Italian soldiers a rough ride; 19 Yugoslav airmen to train with U.S. planes; West Germans at the UN discuss German unity; waterproof, coldproof underwear for GIs is tested; Korea—wedding in the combat zone; future commuting—helicopters; DiMaggio's last homer.

Telenews Digest, No. 51A: Air crash; how to end pier abuses; New York—five-alarm fire ravages six stores; Malaya—Lyttelton, Churchill's special troubleshooter, arrives; England—funeral for 20 young cadets killed by a bus last week! New York—Bear mountain opens the ski-jumping season; Sweden—king awards Nobel prizes.

Levin Associates Expands N. Y. Office Facilities

NEW YORK—Home-office facilities in the Paramount building of Jack H. Levin Associates has been doubled because of the expanding activities of the 24 district managers in the U.S., according to Jack Levin, president. A second office at 100 West 72nd St., managed by Nathan J. Morris, has become the company's national central checking bureau which handles assignments and collates reports.

Meharg Field Operations Head of Hargroves Co.

NEW YORK—Fred T. Meharg has been made director of field operations of Hargroves National Service System by Harold L. Groves, president. Meharg was formerly personnel and public relations director of Leslie Co. of New Jersey, valve manufacturers. He was also chief accountant and auditor of Amoskeag Mfg. Co. of New Hampshire. His duties will include taking charge of the home office at 1819 Broadway.

British Currency Move Has Film Companies Guessing

NEW YORK—Great Britain's relaxation of controls over purchases of foreign funds probably will not free the frozen funds of American film companies—not in the immediate future, that is—but what the ultimate effects will be has foreign departments guessing. One expert said it might happen within a year.

The immediate purpose of the Conservative government, it is agreed by those who have made a swift study of the move, is to stabilize the pound within two cents up or down of its official quotation of $2.80 so that imports will be encouraged. Recent rumors that the pound might be devalued again have slowed business, because there has been a tendency to await cheaper British money.

Winston Churchill said he expected the pound to gain over the official rate. Any such gain would make the film company balances worth more money, even though present controls on transfer should continue.

Trading in pounds can be done only by those who get the approval of British banks, including the Bank of England, and these permits will be for necessary imports. Banks will step into the market and buy or sell pounds to keep the open market valuation within the official limits.

Worldwide repercussions on exchange dealings were felt as a result of the British move. It was the first time since 1939 that open market dealings in British currency had been permitted. The Bank of the Netherlands stopped all foreign exchange deals pending study of the situation. Trading was heavy in London on Canadian dollars, which are now freely transferable across the border to the United States. In Hong Kong the United States dollar went down from 6.83 Hong Kong dollars to 6.70. In Paris the value of the U.S. dollar fell to 425 from 432.

Eric Johnston, MPAA president, and his new economic adviser are expected to make a detailed study of the new situation when Johnston makes his world tour in the next few months.

Some Wall Street sources predict the British move will stir up competition in the money markets of the world. Canada, Switzerland and Uruguay have large accumulations of funds. Some of the financial writers refer to what is called "refugee" capital, meaning capital that has been kept out of the investment market because of uncertainties about the actual value of many currencies, as distinguished from official quotations. So-called gray markets have flourished everywhere outside the United States.

One film man pointed out that the purpose of freezing funds has been to protect currency values, and that if it is found that these values can be stabilized on the open market the need for freezing will gradually disappear.

This could be of tremendous importance to the American film industry. In Great Britain alone it is believed the frozen balances now run up to $5,500,000. Annual U.S. earnings have been estimated at $36,000,000.

Edward Hughes, Wall Street Journal correspondent in London, quoted an unnamed British official as saying that the British government hoped to be able to remove all controls from sterling within the next year. This would end frozen funds.

The Canadian dollar has been freely convertible since September 1950.

National Board of Review Selects 'Place in the Sun' Best in 1951

NEW YORK—"A Place in the Sun," Paramount film directed by George Stevens, has been chosen as the best motion picture of 1951 by the National Board of Review, according to Henry Hart, chairman of the board's committee on exceptional films. Selection of the ten best films of the year started in 1920.

The other nine, in the order of voting, were: "Red Badge of Courage" (MGM), "An American in Paris" (MGM), "Death of a Salesman" (Col), "Detective Story" (Para), "A Streetcar Named Desire" (WB), "Decision Before Dawn" (20th-Fox), "Strangers on a Train" (WB), "Quo Vadis" (MGM) and "Fourteen Hours" (20th-Fox.)

"Rashomon" (RKO), a Japanese film, was voted the best foreign film. Others in the order of the voting were: "The River" (UA), "Miracle in Milan" (Burstyn), "Kon Tiki" (RKO) and "The Browning Version" (U-I).

The best male acting in 1951 was the performance of Richard Basehart in "Fourteen Hours" and the best female acting was that of Jan Sterling in "The Big Carnival" (Para). The best director was Akira Kurosawa for "Rashomon." The best script was that of T. E. B. Clarke for "The Lavender Hill Mob" (U-I.)

National Board Honors 'Miracle in Milan'

NEW YORK—"Miracle in Milan," produced in Italy by Vittorio de Sica and released in the U.S. by Joseph Burstyn, has been given starred selected features rating, the highest honor of the National Board of Review, in the weekly guide to selected pictures.

"The Light Touch," an MGM picture produced in Italy, has been given selected pictures rating.

Gloria Swanson's Daughter Marries

PATERSON, N. J. — Michelle Farmer, daughter of Gloria Swanson, was married to Robert Ammon of Paris in the David Stuart memorial chapel of St. Paul's Protestant Episcopal church December 17. Miss Swanson, who is starring on Broadway in "Nina," was ill and unable to attend the wedding.

COLUMBIA'S GOT

"BOOTS

THE STORY OF A BOY WHO LEFT HOME AND A MAN

They'll love this man-and-boy story, told with all the color of the sport of kings...and phonies. And they'll keep it forever in that special corner of their hearts beside such other immortal hits as "The Kid" and "The Champ"!

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Boots

with STANLEY

and introducing

Produced and Written by MILTON

A BIG ONE IN

MALONE!"

WHO NEVER HAD ONE!

PICTURES presents

HOLDEN IN

Malone

CLEMENTS · BASIL RUYSDAEL

JOHNNY STEWART

HOLMES · Directed by WILLIAM DIETERLE

"Gee, Boots, I wish you were my father!"

Hollywood Report

By IVAN SPEAR

'The Olympic Elk' Completed For Disney Nature Series

Walt Disney

Walt Disney has set the throttle at full speed ahead on the nature and wild-life films—similar in approach to his earlier "Seal Island," "Beaver Valley" and "Nature's Half Acre" — which supplement the Disney output of animated cartoons and live-action features for RKO Radio distribution.

Under the banner of "True-Life Adventure," field photography has just been completed—after two years in the wilderness of western Washington—on "The Olympic Elk," for which the intimate herd and harem life of these animals was photographed by Herb and Lois Crisler. That assignment finished, the Crislers are now photographing bighorn sheep in the Colorado Rockies, where they are holing in for the winter to pick up final seasonal shots.

Also in various stages of completion are "Bear Country," "Water Birds," "The Grazing Story" and "Small Animal Life," while Disney has begun preparations on "The Prairie Story," "Pond Life," "Undersea," "Cougars," "The Desert Story" and "Miracle of Life," the last-named of which deals with cell life under the microscope.

Randolph Scott to Co-Star With Patrice Wymore

Randolph Scott, square-jawed hero of countless frontier sagas, ought to be completely at home in his latest assignment—Warner's "Man With a Gun"—in which he has just been set to co-star with Patrice Wymore . . . Rex Allen, Republic's singing cowboy, temporarily steps out of his starring role in the studio's western series for a fling at straight drama. He's been booked for the Trucolor musical, "Song of Youth," a costumer dealing with the early life of Composer Stephen Foster . . . Bruce Cabot will menace Abbott and Costello as the heavy in Universal-International's "Lost in Alaska" . . . Anne Baxter and Richard Widmark are the latest additions to the multi-star cast of 20th Century-Fox's five-episoder, "The Full House," the plot line of which comprises five O. Henry stories.

Rita Hayworth Back on Job After Columbia Suspension

With the speed of one of the tropical storms which periodically beset the West Indies area, trouble brewed and rapidly dissipated in connection with "Affair in Trinidad," the Rita Hayworth starrer which finally got before the Columbia cameras on Monday (17).

It appeared for a time that the film—La Hayworth's first for the studio in three years—wasn't going to make it. The titian-tressed actress and the company exchanged more or less bitter words and Columbia slapped a suspension on Miss Hayworth when she advised she would not report for work.

All blew over, however, and peace reigned supreme when the differences were amicably settled. With Vincent Sherman as the megaphonist, Glenn Ford as the co-star, and James Gunn supplying the script, "Trinidad" is at last in the production hopper.

Previously, in a lengthy statement, Miss Hayworth complained that Columbia had not supplied a complete screenplay and that she wasn't willing to begin emoting until she could "see exactly what I am going to do." Columbia countered with the contention that the actress does not have story approval but that nevertheless she had been kept informed of all developments concerning preparation of the script, casting and other details.

Only Four Story Purchases Recorded in Dull Period

The expected but unwelcome (at least to scriveners and their agents) pre-Christmas lull pervaded the literary market as, during the period, only four purchases were recorded. Most active company was Paramount, which added two properties to its collection. Purchased from Lester Cowan, who abandoned plans to produce it himself, was "Babylon Revisited," a novel by F. Scott Fitzgerald, while "Maurice Guest," a tome by Henry Handel Richardson, Australian novelist, also was acquired. Both will be produced by Bernard Smith, newly-installed in a production berth after serving as the studio's story editor. "Babylon" will be scripted and directed by Julius and Philip Epstein, while "Guest" is to be screenplayed by Ruth and Augustus Goetz. Charles Vidor will meg . . . Picked up by MGM, as a starring subject for Mario Lanza, was "This Night Is Ours," an original by Laslo Vadnay and Boris Ingster. It's been placed on Joe Pasternak's production agenda . . . Re-entering active production, David Lewis picked up screen rights to the Graham Greene novel, "The End of the Affair." Lewis last functioned as associate producer on "Arch of Triumph," made by the now defunct Enterprise for United Artists release.

Burton Lane to Produce Musical at Paramount

As his first assignment since being signed to a producer ticket at Paramount, Burton Lane, veteran stage and screen songwriter, drew "Look Ma, I'm Dancin'," a musical comedy first produced on Broadway by George Abbott. It's being developed as a possible Betty Hutton starrer . . . New scrivening chores at Warners include Ted Sherdeman to "The Story of Eddie Cantor" and Sheridan Gibney to "The Turquoise," from the novel by Anya Seton . . . Arthur Horman is developing "WAC From Walla Walla" as a Judy Canova comedy at Republic . . . Reginald LeBorg will direct "Models, Inc.," first picture to be turned out by the recently formed Mutual Films, headed by Hal E. Chester and Jack Dietz.

Nine Pete Smith Shorts Already in the Cans

Eight months ahead of schedule—that's the enviable record of Pete Smith on the ten short subjects he has on his MGM docket for the 1951-52 season. Already in the cans are nine of them—"Football Thrills," "That's What You Think," "In Case You're Curious," "Fishing Feats," "Musiquiz," "Mealtime Magic," "Reducing," "Gymnastic Rhythm" and "It Can Happen to You."

Ten Biographical Films On MGM's 1952 Slate

With one such now being edited and another before the cameras, Metro will film and release ten biographical subjects during 1952—the greatest number of films based on real-life experiences ever to be projected by the studio during a similar period.

Now in the hands of the editors is the June Allyson title-roler, "The Girl in White," which spins the story of Dr. Emily Dunning Barringer, first woman ambulance surgeon. It was produced by Armand Deutsch and megged by John Sturges. On the sound stages is "Carbine Williams," with James Stewart portraying the inventor of the modern carbine rifle, which is also a Deutsch production, being directed by Richard Thorpe.

Upcoming, in similar vein, are:

"The One-Piece Bathing Suit," an Arthur Hornblower jr. production starring Esther Williams as Annette Kellerman, famous swimming star of yesteryear.

"Interrupted Melody," story of Marjorie Lawrence, the opera star who made a comeback after a polio attack, which is to star Deborah Kerr under the production guidance of Jack Cummings.

"The Romberg Story," biography of Composer Sigmund Romberg, which Arthur Freed will produce.

"Eagle on His Cap," highlighting the career of Col. Paul Tibbetts, who dropped the first atomic bomb on Hiroshima. Norman Panama and Melvin Frank will produce and direct with Robert Taylor cast as the aviator.

"Years Ago," screen version of the stage play based on the girlhood of Ruth Gordon, who—with Garson Kanin—wrote the screenplay, will co-star Spencer Tracy and Debbie Reynolds. It's a Lawrence Weingarten production.

"The Lonesome Gal," based on the carreer of Jean King, radio personality who uses that tag on her airshow.

"Fearless Fagan," the story of Floyd Humeston, army private who, when drafted, took his pet lion with him, will co-star Miss Reynolds and Carleton Carpenter under the productional aegis of Edwin H. Knopf.

"Young Bess," a historical romance dealing with Britain's first Queen Elizabeth, is a Sidney Franklin production and will co-star Stewart Granger, Jean Simmons and Charles Laughton—the latter as Henry VIII.

Theatre Construction, Openings, Sales

CONSTRUCTION:

Ardmore, Tenn.—A. C. Austin of the Fox Theatre here has a new 300-car drive-in under construction for early spring opening.

Bicknell, Ind.—Bruce C. Kixmiller has bought a large tract of land at the crossroads about a mile west of town on Route 67, for a drive-in. He will build when restrictions permit.

Boonville, Mo.—Anthony and Hazel Fenton of Columbia are preparing a site west of this community for construction of a 300-car drive-in for completion in early spring.

Boxboro, Mass.—Donald Sweeney is building a drive-in here for spring opening.

Decatur, Tex.—Jim Miller, manager of the Plaza and the Majestic here, has material assembled for his new 250-car Decatur Drive-In, to be started as soon as crews, busy on two other situations, can move here. Operation is expected within a month.

Fort Wayne, Ind.—Construction has started on the Super 30-33 Drive-In at junction of U.S. 30 and 33, four miles west, to be opened in May. It will park 1,000 cars and can be enlarged to care for 1,200. Allen Drive-In Theatres is building the airer.

Haines City, Fla.—Floyd Theatres is scheduled to start construction at once on the Lake Haines Drive-in, between here and Lake Alfred. It will park 325 cars.

Newberry, S. C.—S. L. Stallings is building a 300-car drive-in to be opened next spring.

Sunray, Okla.—Ben Adams of the Palace Theatre here is completing his new Sunray Drive-In, to open in April.

Trail, B. C.—George Danish is collecting material for a drive-in here.

OPENINGS:

Kinston, N. C.—The Bright Leaf Drive-In will be opened about January 1 by E. G. "Buddy" Hill.

Waynesburg, Ohio—The Mohawk Theatre opened here recently. It was built by Mr. and Mrs. Ralph Bevington and replaces the old Wayne Theatre.

Wishart, Sask.—Nick Zazk has opened his new Nix Theatre, a 230-seater.

SALES:

Bowling Green, Ky.—Carl Schwyn has purchased all outstanding stock in the 3,400-seat Paramount Theatre and is in charge of the house.

Cash, Ark.—The Star Theatre here was sold by Mrs. J. H. Stevens to Mrs. H. L. Love, Jonesboro

Clearfield, Iowa—Rex Houck of Sharpsburg has purchased the Clearfield Theatre here.

Cleveland, Ohio—P. L. Tanner, president of Film Transit Corp., has sold his interest to two local men, who will not be active in the organization; Karl Roesch of Lakewood and H. Richard Stickel of Shaker Heights.

Comanche, Tex.—J. V. Carter jr., owner and operator of two theatres here, has sold the theatres to Harold Flemins and Jack Arthur, theatre operators of Stephensville, Tex.

Fremont, Ohio—The old Fremont Opera House building at State and Arch streets, has been sold by Northio Theatres to Henry C. Stahl.

Grenada, Miss.—The Whitehaven Drive-In here has been sold to Mrs. Emogene D. Carter.

Indianapolis, Ind.—Maurice Brazee, general manager of the Greater Indianapolis Amusement Co., is reported to have taken over the Greenwood Drive-In from Arthur Hansen.

Nettleton, Miss.—Charles Boren has purchased the Joy Theatre here from A. E. Marler.

New York—Walter Reade jr. has approved the sale of his 500-seat Palace in Morristown, N. J., to Dubonet Realty Co. of Newark.

Prairie du Sac, Wis.—The Midway Theatre here was sold to Tom Lees of Lake Mills, Wis. Lees still owns the Lake Theatre in Lake Mills.

Sherman Oaks, Calif.—Jack Grossman has sold his Sherman Theatre here to Al Olander, operator of the Garmar and Vogue Fine Arts in Montebello.

Steubenville, Ohio.—Selected Theatres, headed by Nate Schultz, has purchased the 1,000-seat Grand Theatre here from Ed and Bill Biggio.

Thornton, Iowa—The theatre building here, owned by John Kolb of Latimer, dark for two years, has been purchased by Forest E. Buckman, and will be used as a recreation parlor.

Tulsa, Okla.—H. E. Robb of Dallas has purchased the Modernaire Drive-In here from Modern Theatres, Inc., headed by Earl Snyder of Tulsa.

White Rock, B. C.—Jack Stonek, who recently sold his Park Theatre here, has taken over the Cambie, a local suburban 450-seater, from Mrs. C. Pillar

Film Industry Confounding Critics With Comeback, Kiplinger Says

WASHINGTON — Hollywood is confounding the pessimists who wrote it off as "a Model T competitor in a jet-propulsion world," and who predicted that darkened theatres would dot the land, and is coming back with every weapon known to show business to the accompaniment of music clinks at the boxoffice. This statement is made in an article in the current issue of Changing Times, the Kiplinger magazine.

"Fear no longer, dear movie fans," the article says, "if you thought the film makers might soon wheeze their last. They are not even puffing any more in the race to keep alive."

The article quotes "oracles of doom" as wailing their dirge everywhere a year ago to the effect that television would ruin films; that Hollywood didn't know how to make good pictures anymore; that the celluloid era was over and through.

"So far, the predictions have been proved wrong. Movie business is 10 per cent to 15 per cent ahead of what it was last year. Employment in the industry is at a peak. Including the drive-ins, there are over 4,000 more theatres in operation this year than three years ago. The best estimate is that about 53,000,000 people visit those theatres every week."

Changing Times says that film people are learning to live with television and are becoming confident they can meet all competitive challenges. It cites theatre television as an example of how the industry actually makes use of its arch-rival, as well as advertising of film attractions over TV stations. It also mentions the proposed United Paramount Theatres - American Broadcasting Co. merger.

"Once again the movie business is on the offensive, and the offensive is a frontal attack with the weapon Hollywood knows best: showmanship," the article states, citing a flood of "big" pictures.

DuPont Reports New Synthetic Film Base

WILMINGTON, DEL.—DuPont has developed a new base for photographic film and says preliminary tests show it to be several times tougher and to have greater dimensional stability than present types of film base. It is also said to be less inflammable than present safety bases.

The material is chemically related to Dacron polyester fiber, newest of the company's synthetic textile fibers. The claim is made that it has twice the tear resistance of the standard acetate or nitrate base film, that it can be run through a projector from three to four times as long before there is appreciable wear and that it may make possible a reduction in thickness of motion picture film by at least 20 per cent, with resulting greater footage per reel and savings in processing and handling.

Large-scale production will await the results of tests being conducted in cooperation with the Motion Picture Research Council and other groups. If the tests prove satisfactory, at least two years will be needed to design and complete manufacturing facilities. The company is currently producing polyester base in laboratory scale equipment, and plans to open a new pilot plant at its Parlin, N. J., laboratory.

Second Test of Theatre TV For Defense 'Successful'

WASHINGTON—The Federal Civil Defense Administration on Friday (14) said that its second test of theatre television as a medium for training civil defense workers, conducted that day, had been "highly successful."

The Pilgrim Theatre in Boston was the test theatre, although the Philadelphia Stanley also received the telecast. Richmond was scheduled to witness the test, but dropped out.

Dividend Payments Upped in October

WASHINGTON—Although film company dividend payments in October of this year reached $4,167,000 compared to $1,877,000 in the same month last year, most of the jump was caused by a shift in payment months of regular dividends issues, according to a Department of Commerce announcement on Monday (17).

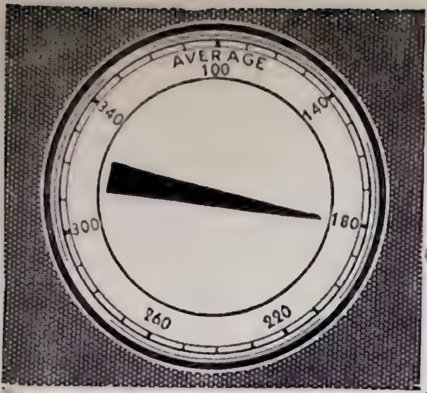
RKO was the only company actually increasing dividends. RKO paid no dividends at all during 1950 and none this year until October when it paid out $392,000. United Paramount almost equalled last October's $1,632,000 dividend with payments of $1,630,000 this year, but Republic dropped from $200,000 in October of 1950 to half that amount this year. United Artists' October dividend was the same as last year's August dividend at $300,000, although this year's payment was delayed from August. Warner Bros. dropped from a September 1950 payment of $1,824,000 to $1,706,000 in October this year.

James Grainger Sees TV As an Asset to Films

MINNEAPOLIS—As far as TV and economic conditions are concerned, the worst isn't yet to come for motion picture exhibitors, but is over. At least, that's the opinion of James R. Grainger, Republic executive vice-president and sales head.

Here to visit the local exchange, Grainger expressed the belief that TV is becoming a valuable asset to films, the same as radio. The latter, he pointed out, also was an adverse factor at first and greatly feared.

Because the film industry is "on such solid ground," it cannot help but have a bright future, instead of being in eclipse, said Grainger.



BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Adventures of Captain Fabian (Rep)		110	90	105	90	100	80	100	125		90		85	105			105	75	100	70	95
Alice in Wonderland (Souvaine)		135	100			100	115	100	100			115			128	95				30	112
Bannerline (MGM)		100			90			100	80			95	100	95			125			100	98
Basketball Fix, The (Realart)		95		100		115		100	80	80		75		100					100	100	95
Chain of Circumstance (Col)								100	85			100		100					100	100	98
Close to My Heart (WB)	102	80	95		80	100		125			95	100	90	110		105		80	100	70	95
Come Fill the Cup (WB)	105	145	100	105	70	120		125	110	100		125	95	95	115	105	105	75	110	90	105
Corky of Gasoline Alley (Col)								100	60	80				95					100	100	89
Cyrano de Bergerac (UA)	102	120	115	200			110		200	100	200	250	100	95	140	100	165			140	142
Darling, How Could You! (Para)	111	100	85			100		90			100	60			105	100	90			100	95
Detective Story (Para)	114	150	125	105	100		95	160	110	100		200	95			100	185	85	175	125	119
Drums in the Deep South (RKO)	102		85								110	100	90				120		95		100
FBI Girl (LP)	100		85					100				100							100		97
Five (Col)		85	100		80	160		135	75			200	80		110	110			170		120
Fixed Bayonets (20th-Fox)	108	105	90	95								120			110						105
Fort Defiance (UA)	99							165				100		115					150		126
Happy Go Lovely (RKO)	101		95		110	70		90	120	105	120	100	85	90	110	90	115		100	100	100
Insurance Investigator (Rep)		85						100	85	90	80			85		100			100		91
Iron Man (U-I)	112	110	95	105	80	130		150	100	80	70	120	85	115	125	90		110	175	100	108
Jungle Headhunters (RKO)		110		110	110	100	95	100	95	100	75	90	100		115		128	85		100	101
Jungle of Chang (RKO)				100	100	100					75		100		100			85			94
Lady Pays Off, The (U-I)		90			85			90				100	85				95		90		91
Let's Go Navy (Mono)		100			80	100	100	100		100		90	80	100		100			100	100	96
Magic Face, The (Col)	97		85	110	90			100					90		120	95	100			125	92
Man With a Cloak, The (MGM)			110	95	60	65		100	75	90		100	85	100	110		95			65	88
Mask of the Dragon (LP)		85						100	60	100		85		115		100			100		93
Massacre Hill (Int'l Rel.)				100				100	80		100			100							96
Pardon My French (UA)		80						100	85	80									100		89
Peking Express (Para)	118	90	105	110	80	75	75		80	100	95	100	100	90	105	85	80	70	150		95
Prowler, The (UA)	103	100	100	110	90	100	125	125	100		105	100	100		120	95	80	60	125	100	102
Quo Vadis (MGM)						450						450			146			310	350		341
Racket, The (RKO)	100	140	85	105	120	160		125	90		130	160		90			100	90		135	116
Red Badge of Courage, The (MGM)	97	100		100	90	150		100	100	90	100		100	100	125		115		110	100	105
Starlift (WB)	111	100	90	100	120	75	150		110		125	100	96				65	90		100	102
Strange Door, The (U-I)						105							95		120		90		165	90	111
Submarine Command (Para)	103	100	110		90	80		95		80	110		95	80		100		85	100	130	96
Tall Target, The (MGM)	95			100	90			100	100				90	100	100		100		100	100	98
Too Young to Kiss (MGM)	109	110		105		75	95		105	145	145		90		120						110
Two Tickets to Broadway (RKO)	107	190	100		150	125	75	160	125	85			90	95	120				120	125	119
Well, The (UA)		80	80						130			140	100		105		155		160	70	113
When Worlds Collide (Para)	128	85	140	125	130	100		150	100	90	100	160	110	100		90	200		150	135	123

TOP HITS
—— OF ——
THE WEEK

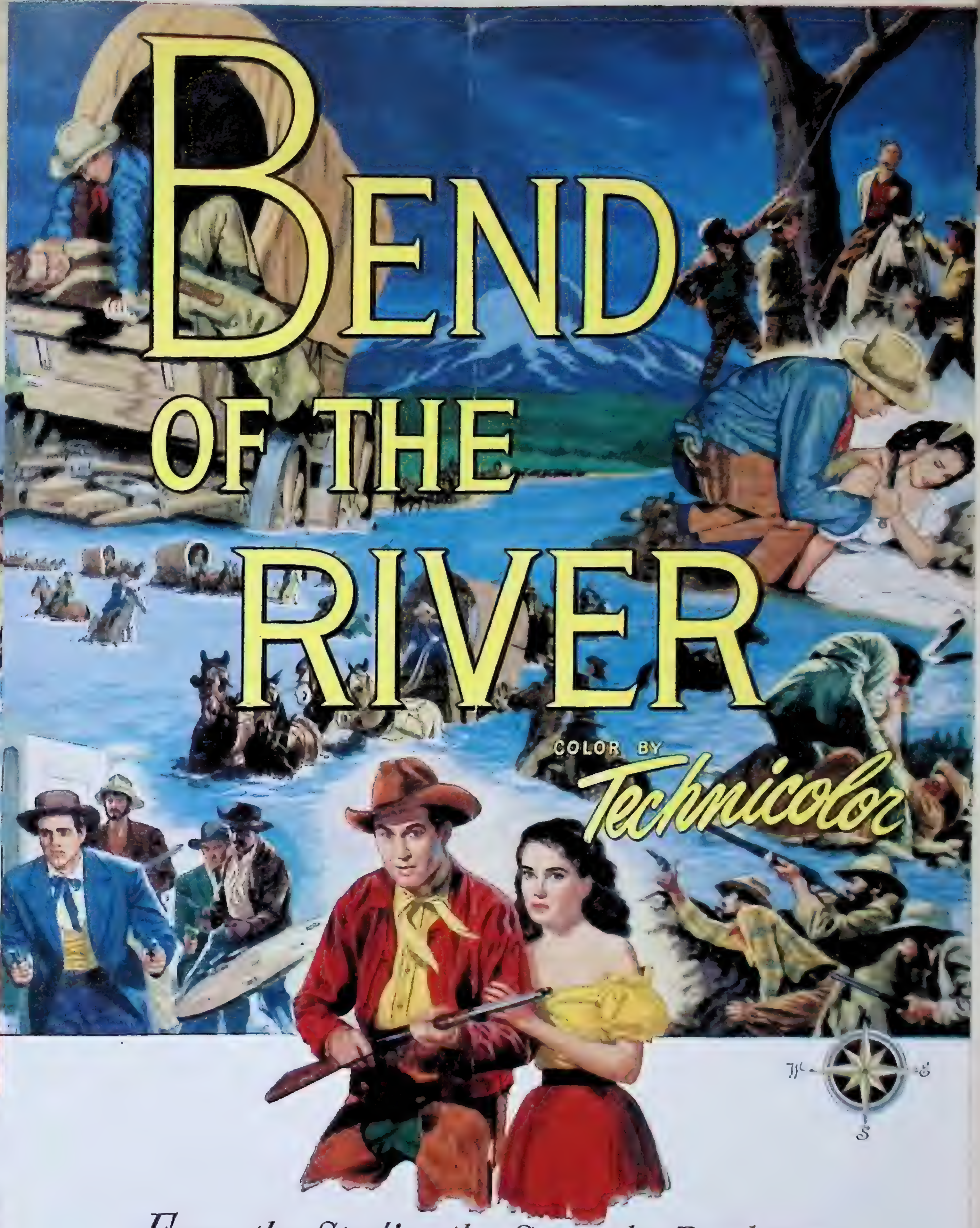
Individual runs, not an average. Pictures with less than five runs do not appear in the chart above.

1. A Christmas Carol (UA)
   Kansas City 180
2. The Racket (RKO)
   Cleveland 160
3. Two Tickets to Broadway (RKO)
   Denver 160
4. Pandora and the Flying Dutchman (MGM)
   New York 125

Universal-International presents

BEND OF THE RIVER

COLOR BY *Technicolor*



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From the Studio, the Star, the Producer, the Director of "WINCHESTER '73"...

← TURN PAGE

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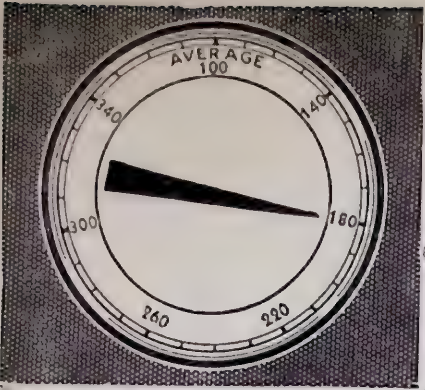

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Adventures of Captain Fabian (Rep)		110	90	105	90	100	80	100	125		90		85	105			105	75	100	70	95
Alice in Wonderland (Souvaine)		135	100			100	115	100	100			115			128	95				30	112
Bannerline (MGM)		100			90			100	80			95	100	95			125			100	98
Basketball Fix, The (Realart)		95		100		115		100	80	80		75		100					100	100	95
Chain of Circumstance (Col)								100	85			100		100					100	100	98
Close to My Heart (WB)	102	80	95		80	100		125			95	100	90	110		105		80	100	70	95
Come Fill the Cup (WB)	105	145	100	105	70	120		125	110	100		125	95	95	115	105	105	75	110	90	105
Corky of Gasoline Alley (Col)								100	60	80				95					100	100	89
Cyrano de Bergerac (UA)	102	120	115	200			110		200	100	200	250	100	95	140	100	165			140	142
Darling, How Could You! (Para)	111	100	85			100		90			100	60			105	100	90			100	95
Detective Story (Para)	114	150	125	105	100		95	160	110	100		200	95			100	185	85	175	125	119
Drums in the Deep South (RKO)	102		85								110	100	90				120		95		100
FBI Girl (LP)	100		85					100				100							100		97
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Insurance Investigator (Rep)		85						100	85	90	80			85		100			100		91
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Tall Target, The (MGM)	95			100	90			100	100				90	100	100		100		100	100	98
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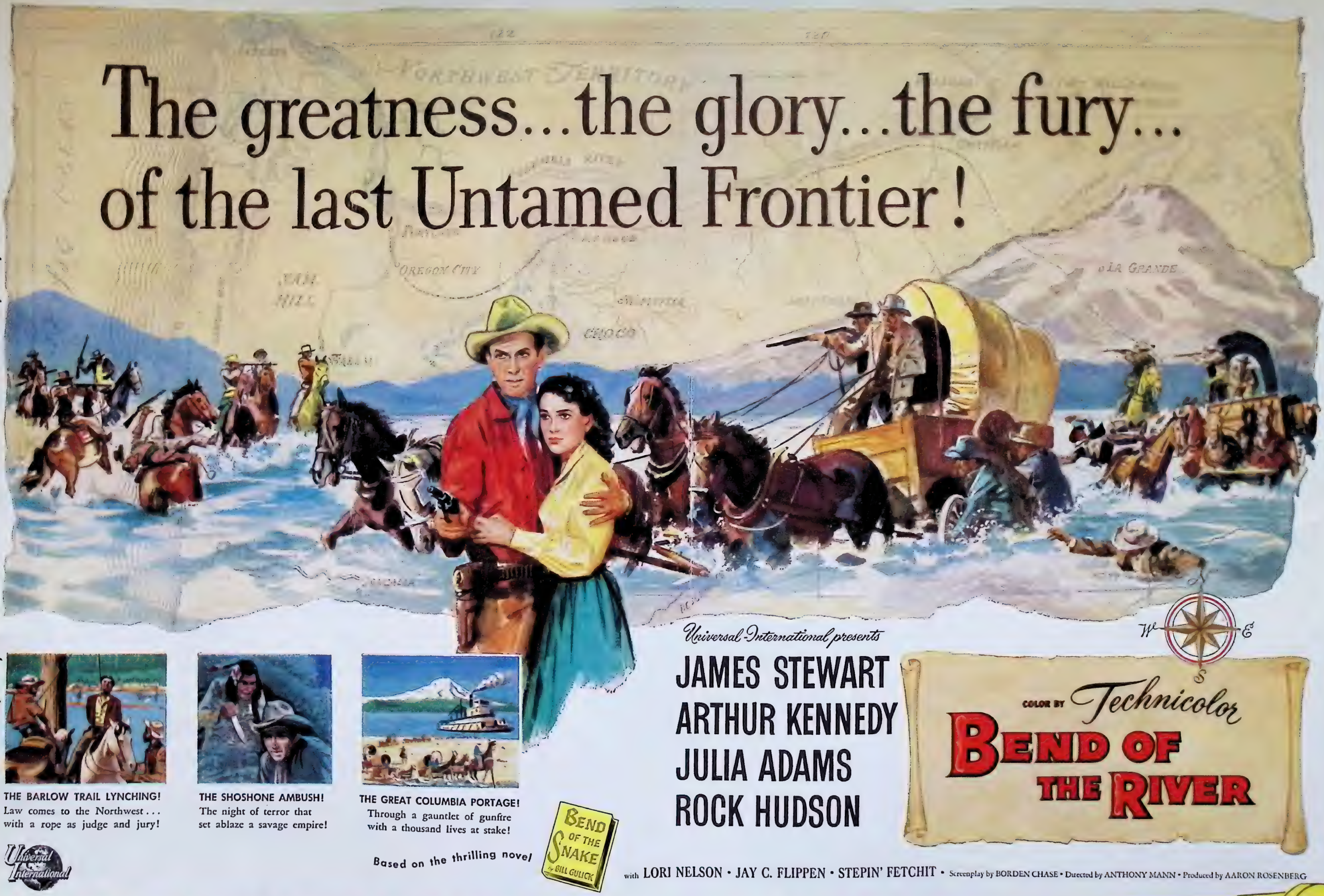
4. Pandora and the Flying Dutchman (MGM)
New York 125



The greatness...the glory...the fury...of the last Untamed Frontier!

THE BARLOW TRAIL LYNCHING!
Law comes to the Northwest . . . with a rope as judge and jury!

THE SHOSHONE AMBUSH!
The night of terror that set ablaze a savage empire!

THE GREAT COLUMBIA PORTAGE!
Through a gauntlet of gunfire with a thousand lives at stake!

Universal-International presents

JAMES STEWART
ARTHUR KENNEDY
JULIA ADAMS
ROCK HUDSON

COLOR BY *Technicolor*

BEND OF THE RIVER

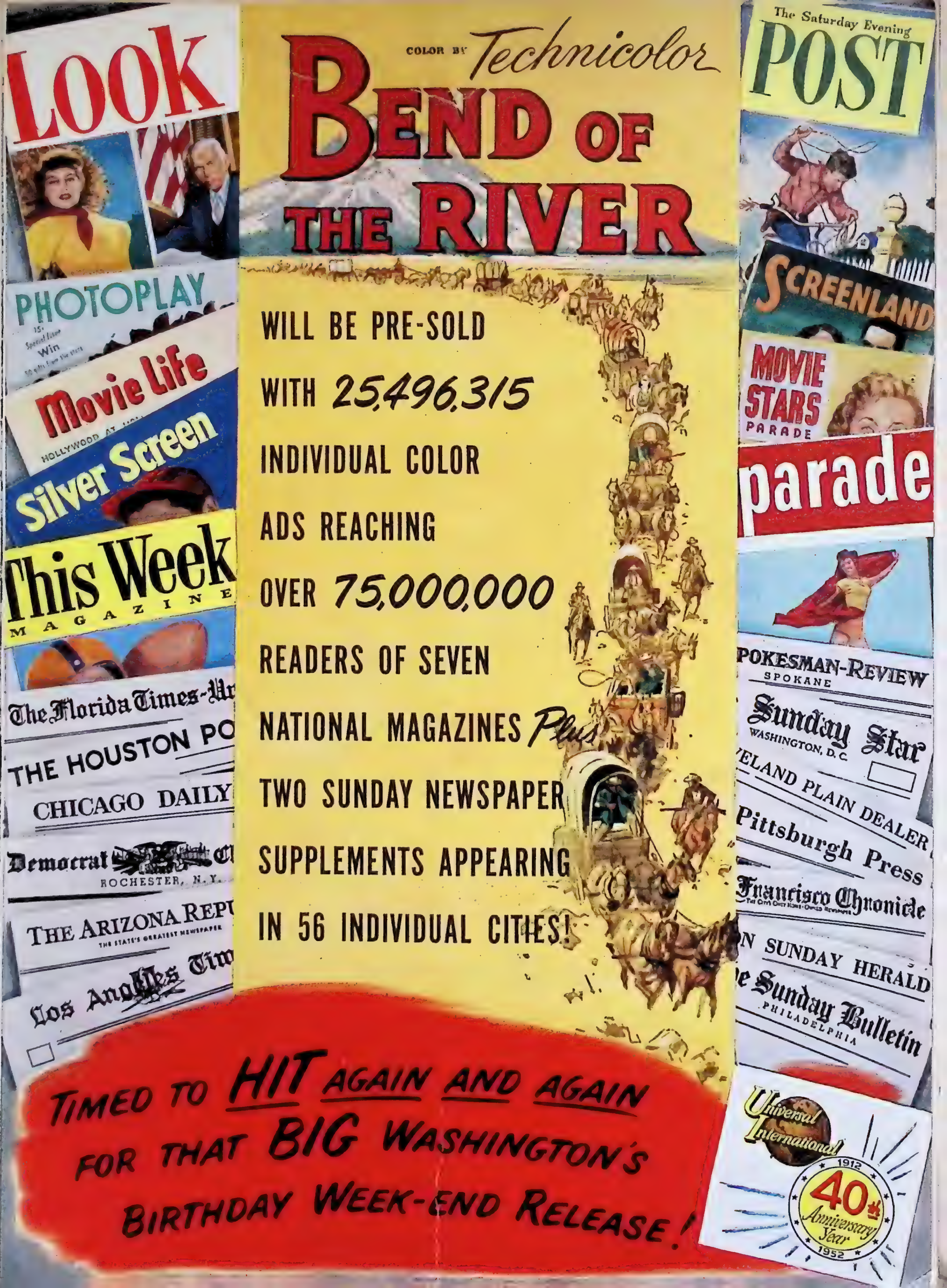
Based on the thrilling novel BEND OF THE SNAKE by BILL GULICK

with LORI NELSON · JAY C. FLIPPEN · STEPIN' FETCHIT · Screenplay by BORDEN CHASE · Directed by ANTHONY MANN · Produced by AARON ROSENBERG

Universal International

The above two-page spread is an actual reproduction of one of the full-color national magazine ads in U-I's powerful pre-selling campaign. (*See next page!*)

KEEP LOOKING AHEAD WITH U-I


LOOK
PHOTOPLAY
Movie Life
HOLLYWOOD AT HOME
Silver Screen
This Week MAGAZINE
The Florida Times-Un
THE HOUSTON PO
CHICAGO DAILY
Democrat Ch
ROCHESTER, N.Y.
THE ARIZONA REPU
THE STATE'S GREATEST NEWSPAPER
Los Angeles Tim
The Saturday Evening POST
SCREENLAND
MOVIE STARS PARADE
parade
POKESMAN-REVIEW
SPOKANE
Sunday Star
WASHINGTON, D.C.
VELAND PLAIN DEALER
Pittsburgh Press
Francisco Chronicle
N SUNDAY HERALD
e Sunday Bulletin
PHILADELPHIA

COLOR BY *Technicolor*

BEND OF THE RIVER

WILL BE PRE-SOLD

WITH *25,496,315*

INDIVIDUAL COLOR

ADS REACHING

OVER *75,000,000*

READERS OF SEVEN

NATIONAL MAGAZINES *Plus*

TWO SUNDAY NEWSPAPER

SUPPLEMENTS APPEARING

IN 56 INDIVIDUAL CITIES!

TIMED TO ***HIT*** AGAIN AND AGAIN FOR THAT **BIG** WASHINGTON'S BIRTHDAY WEEK-END RELEASE!

Universal International

1912 40th Anniversary Year 1952

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Ideas

James R. Nairn, advertising and publicity director for Famous Players Canadian Theatres, forwards a sample of a booklet entitled, "Our Performance—How We Can Improve It," which the circuit is distributing to every employe. It is a revival of the suggestion box and at the same time a major improvement that will be of great benefit to the organization.

The pocket-size pamphlet, about 2x5 inches, leaves ten pages blank for suggestions recommended by the employe. Another ten pages are filled with helpful ideas for improving service, the physical appearance of the theatre and presentation of the program.

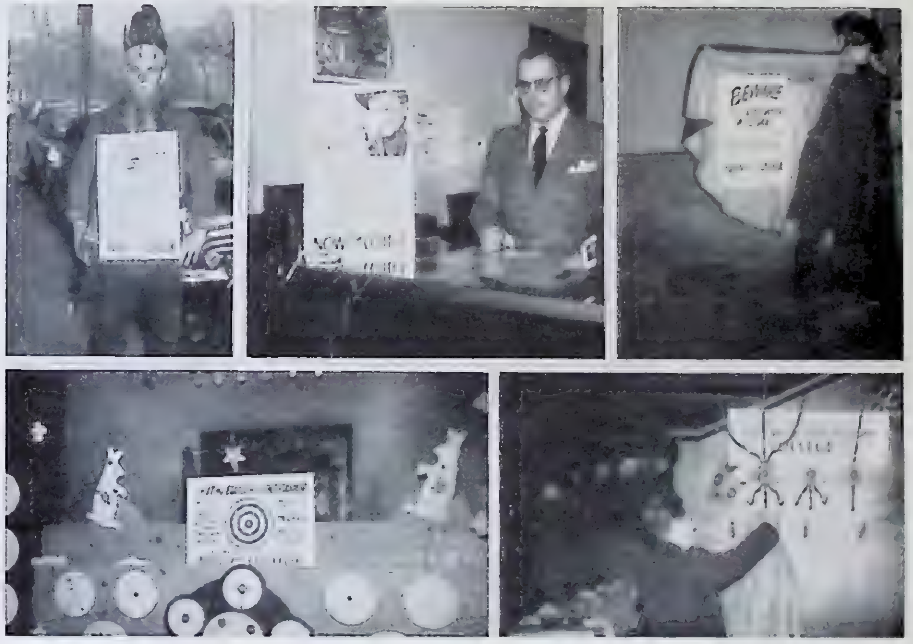
Each employe will receive a new booklet every month. He will enter his name, position and theatre on a page provided for this purpose, and through the month, as ideas occur to him which would benefit the operation, he will jot them down as suggestions. At the end of the month it will be replaced with a new one by the manager who will collect the old ones, read them, digest the contents and forward them along to the district supervisor who, in turn, will evaluate the suggestions and pass them on to the home office. Eventually, every executive of the circuit including President John J. Fitzgibbons, will see and appraise the contents of the booklets before they are turned over to Nairn. Every worthy idea will be published in the following month's pamphlet where the full impact will be absorbed by managers, ushers, cashiers, projectionists, cleaners, etc., to help improve the circuit operation.

As an incentive for submitting productive ideas, awards will be made to employes submitting suggestions which can be adopted or adapted in the Famous Players theatres.

For the benefit of theatremen who would like to refresh their memories and revive essentials and extra conveniences for their patrons' comfort and enjoyment of the show, the Showmandiser shortly will provide a column for these hints on "Our Performance—How We Can Improve It," with the permission of Famous Players Canadian.

—Chester Friedman

Sid Kleper Accents Outside Signs To Sell 'Defiance' and 'Cloak'



Two of Sid Kleper's recent campaigns provide basic exploitation patterns which can be carried out in almost any size theatre and in any type of community. Kleper is manager of the College Theatre, New Haven, Conn. A consistent contributor to the Showmandiser, his ideas have been used profitably by other showmen, with good results noted and reported.

To ballyhoo "Man With a Cloak," Kleper made up several cards with copy, "Reserved for 'The Man With a Cloak.'" These he placed on park benches located near bus stops, near coat racks in leading restaurants and bars and at checkrooms in downtown hotels. Smaller type on the card carried picture and theatre plugs.

He planted a puzzle contest with the Corriere del Connecticut, important Italian newspaper, and received gratis plugs in exchange for a few theatre tickets awarded as prizes.

A flash front was built using litho illustrations, stills and catch copy. The title of the picture was in large cutout letters. Window tieups were promoted with six merchants who provided space for posters and stills and credit cards. Two co-op ads were sponsored by a beauty parlor and gratis plugs were obtained from radio stations WELI, WBIB and WYBC.

For "Fort Defiance," Kleper obtained permission to set up signs at a popular shooting gallery offering guest tickets to marksmen getting perfect scores. He used an usher dressed as an Indian for street ballyhoo and planted newspaper stories offering free admission to any person presenting an 1886 Indian head penny to the cashier.

Special displays were placed in bus terminals and hotels and 2,000 color heralds were distributed.

Tabloids Are Inserted For 'I Was a Communist'

A. P. C. Bridger, manager of the Granada Cinema, Hove, England, distributed 1,000 tabloid heralds advertising "I Was a Communist for the F.B.I." Through the cooperation of four principal news agents, the tabloids were distributed as newspaper inserts in papers delivered to homes. A large canopy display was erected simulating the front page of a newspaper with scare headlines. A lobby display and the usual advertising facets were fully employed.

ALL RECORDS

—with Paramount's New Martin & Lewis Hit That Will Top The Grosses of "At War With The Army" and "That's My Boy"...

More than 300 midnight previews on New Year's Eve will prove that this *is* the greatest from today's greatest team in show business! General release in February—accompanied by national magazine ad support in Life, Collier's, Look and Sat. Eve. Post—plus fan publications.

SCAN THE SEVEN "SEES"

—that are just samples of the fun:

THE NAVY NEEDS MEN

① Enlistment gags that are 1-A for hilarity! Sure, the Navy needs *men* but the question is: does it need Jerry Lewis?

② When a couple of able-bodied seamen deposit Jerry at the Blood Bank, the laugh dividends are plenty big . . .

③ Ladies and gentlemen, the fight to end all fights! Dean introduces the Champ who makes the pros look like amateurs . . .

OVERBOARD!

DEAN
MARTIN and
JERRY
LEWIS

IN HAL WALLIS' PRODUCTION

Sailor Beware

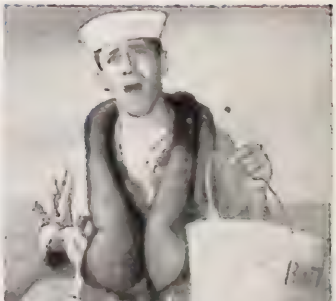
CO-STARRING
CORINNE CALVET AND MARION MARSHALL WITH ROBERT STRAUSS

Directed by HAL WALKER · Screenplay by JAMES ALLARDICE and MARTIN RACKIN
Additional dialogue by JOHN GRANT · Adaptation by ELWOOD ULLMAN
From a play by KENYON NICHOLSON and CHARLES ROBINSON

SONGS
"The Sailor's Polka"
"Never Before"
"The Old Calliope"
"Merci Beaucoup"
"Today, Tomorrow, Forever"

4 The comedy torpedo roars out more laughs when the boys date up with Corinne Calvet and Marion Marshall.

5 Honolulu's exotic hula dancers are really something to see! And who's the hula gal's star pupil? Why Jerry — of course!



6 Jerry tries a mopping-up action on the whole ocean from the deck of a submerging submarine — a flood of fun!

7 Half a dozen big musical numbers include terrific show stoppers like "The Sailor's Polka" and "The Old Calliope."

Circuit's Showmanship Promotion Nets Record Number of Tieups

When Warner circuitmen in the Pittsburgh zone completed their annual showmanship drive, recently, they had registered a record number of tieups and special exploitation promotions which made a notable impression on theatre attendance. Designated as Silver's 10th Anniversary Showmanship Drive in honor of the zone manager, Moe Silver, the effort represented a three-month concerted campaign by every manager.

A weekly bulletin mailed to the theatres from the office of Jack Kahn, publicity director for the zone, inspired fierce competition among the showmen. Each time a manager reported a tieup, others set out to duplicate the stunt and few standard theatre promotions were not brought into use.

ONE BY TED THOMAS

Ted Thomas, manager of the Smoot Theatre, Parkersburg, W. Va., registered early in the drive with a 12-day newspaper feature jointly sponsored by the Parkersburg Sentinel. This was a contest in which newspaper readers balloted to elect a local athlete to receive a Jim Thorpe trophy in connection with "Jim Thorpe—All American."

The Sentinel ran columns of photos and editorial copy and aroused wide interest in the contest which reflected in increased business when the picture played the Smoot.

At Wilkinsburg, Pa., Rege McCall, manager of the Rowland Theatre, had the support of the daily paper, the Gazette, and local merchants in selecting a candidate to receive a Jim Thorpe trophy. The paper published a ballot good for one vote for the reader's favorite athlete. The merchants supported the contest by running a full-page newspaper ad urging the public to vote, in which the picture and theatre came in for a major share of the space. When the winner had been selected, he was presented the trophy on the theatre stage with the high school band, majorettes and cheerleaders participating.

PAUL COOK ACTIVE

Variations of this tieup were made by Paul Cook, manager of the Wilson Theatre, Tyrone, Pa., Ray Laux, manager of the Whitehall (Pa.) Theatre, and several other Warner managers.

Ted Thomas set the stage for a series of successful cooking schools which helped to stimulate extra business. Radio station SPAR sponsored the cooking school at Parkersburg which guaranteed the Smoot Theatre plenty of advance publicity. Theatre was opened at regular matinee prices to a ready audience of homekeepers who wanted to win electric ranges and other major prizes. The two-day session drew capacity crowds.

Lou Forhan, manager of the Memorial Theatre, McKeesport, Pa., promptly signed up ten merchants to sponsor a cooking school and it was a most successful venture. In addition to a huge lineup of prizes which Forhan promoted, each merchant took large newspaper ads to advertise the tieup.

Jack Bartholic, manager of the Liberty, New Kensington, Pa., and Kal Erdeky, manager of the Ritz, Clarksburg, W. Va., were some of the others who developed successful cooking schools with cooperation from local merchants. Each had major electrical or gas appliances as their top prizes and both achieved signal results at the boxoffice because of their enterprise.

Full page co-op ads became a universal promotion, and this type of tieup was put over by Ed Knupp, Columbia Theatre, Warren; Doc Elliott, Virginian, Charleston; T. Collincini, Strand, Greensburg; Bill Warrington, State, State College; Robert Neilson, Cathaum, State College; Kal Erdeky, Ritz, Clarksburg; Paul Cook, Wilson, Tyrone; Rege McCall, Rowland, Wilkinsburg; Sam Gould, Manos, Greensburg; Dick Kline, Harris, Tarentum; Ted Thomas, Smoot, Parkersburg, and Jack Bartholic, Liberty, New Kensington.

Frank Brown, manager of the Penn Theatre, Titusville, Pa., tied up with the Titusville Herald and the Junior Chamber of Commerce on goodwill stunt which also helped to sell current and coming screen hits. Each week the chamber membership selected an outstanding football play. The school athlete who performed this play received a theatre guest ticket. The paper maintained a weekly column devoted to publicizing this, with resulting plugs for the theatre attractions.

A JALOPY GIVEAWAY

Dick Kline promoted a jalopy giveaway at the Harris, Tarentum. Two jalopies were promoted at no cost and given away to lucky ticket holders on two different nights. Rege McCall duplicated this stunt in Wilkinsburg and Jack Bartholic likewise had a jalopy giveaway with the cars advertised as "Rolling Fun Mobiles."

At Butler, Pa., Manager Bert Wild staged a fashion show in which the theatre got an organist, 15 attractive models and a gala stage show without cost. The merchant-sponsor also advertised the show via newspaper ads, direct mail and special heralds.

In Warren, Pa., two new Chevrolets were promoted as a giveaway by Managers George Sarvis and Eddy Knupp. Merchants paid for everything including giveaway tickets and advertising.

Not to be outdone by his colleagues, Eldon O'Neil, manager of the Jefferson Theatre, Punxsutawney, Pa., promoted a Henry J. car giveaway in cooperation with merchants. O'Neil also promoted the cost of advertising in addition to the car.

Fourteen of the Warner managers promoted poultry and turkey giveaways as a pre-Thanksgiving stimulant. Marty Shearn, manager of the Fairmont Theatre, and Don Siesto, manager of the Virginia, Fairmont, promoted a new car giveaway as a pre-Christmas business booster. Six merchants were tied in on the Fairmont deal. Shearn also set up a giveaway on a $300 automatic washing machine. This latter stunt was duplicated by John Glaus, manager of the Latonia, Oil City, Pa., and Jim Laux promoted a television set as a pre-Christmas giveaway at the Hollywood in Oil City.

Strong emphasis on picture promotion throughout the zone racked up top attendance figures, and according to headquarters for the theatres, the drive was one of the most successful during recent years.

Dairy Tieup Boosts Kiddy Attendance In Schine Houses

Bob Cox, city manager for Schine Theatres in Lexington, Ky., set a tieup with the Lexington dairy that boosted children's attendance at the State and Kentucky theatres on four successive Saturdays. The deal involved free admission to the kids as guests of the sponsor, plus a bicycle giveaway and a strong advertising campaign paid for by the dairy.

Every child who presented ten milk bottle caps to either theatre received a free admission ticket for the Saturday matinee show. These admissions were paid for by the dairy. Each child who presented the specified number of caps also received a lucky number ticket good for the drawing of the bicycle.

The dairy used a series of ads on the local radio station and plugged the tieup in newspaper ads. Fourteen trucks serving the area with home milk deliveries were bannered with signs and the theatres' reciprocal advertising included lobby signs and trailers.

Cox also made a tieup with the Lexington Herald which produced free advertising space in return for theatre tickets. The paper ran a four-inch box across the top of an ad page advising readers that if they combined four catchlines from as many different ads on the page into one humorous paragraph, they would be eligible to win theatre tickets. Announcements were included of the theatre's current and coming screen shows.

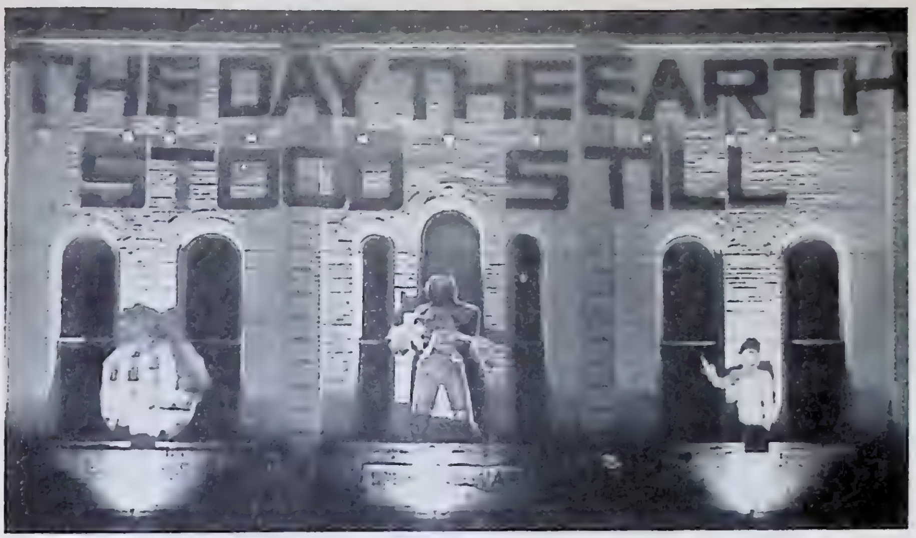
Active on Streets

For "A Place in the Sun," Clarence Cropper, manager of the Van Wert (Ohio) Theatre, had a boy dressed in heavy outdoor clothes parade the streets with a sign reading, "I am looking for 'A Place in the Sun.'" To exploit "A Streetcar Named Desire," near bus and trolley stops on lines which pass near the theatre, he displayed placards with copy, "Car Stop for 'Streetcar Named Desire' at Van Wert, etc."

SEE
Warner Bros.
DISTANT DRUMS
GARY COOPER
See

This 12x16-foot art display was created by George Balkin, manager of the Stanley in Philadelphia, to promote "Distant Drums." It was placed in the theatre lobby three weeks prior to opening and was designed for current use as part of the front.

Dramatic Display on Building Attracts Attention to 'Earth'



Peter Nepote, manager of the Iowa Theatre, Keokuk, Iowa, launched his campaign for "The Day the Earth Stood Still" more than a month prior to opening, at which time he addressed the local Rotary club on the international aspect of motion pictures. His speech included a discussion on the general theme of the picture and how it acts as a plea to work for peace. The talk was repeated before a Lions club luncheon and at the High 12 club luncheon.

At a panel discussion conducted by the Ass'n for Child Education at the Wells-Carey school on the subject of motion pictures for children, the picture was again mentioned, with the plug getting over to several hundred parents, teachers and educators in the audience. Nepote specifically cited that the film had received the Parents' Magazine film medal award. Following the panel, the association endorsed the picture for children.

A series of three special teaser trailers was used beginning five weeks in advance of opening. An increased display-ad budget provided for insertions of picture advertising on off-the-amusement pages, such as the women's page and the editorial section.

Directory tieup ads were spotted in rural and weekly publications, and publicity releases and mats were supplied to the editors of these publications.

A radio saturation campaign advertised the picture over stations WCAZ and KOKX. Fifteen-minute programs were promoted via topical interviews with representatives of the Union Electric Co., the fire chief, police chief, and the head of the local civil defense program. The topic under discussion was, "What would happen if all electricity in the world were turned off for half an hour?"

Two huge robot blowups were displayed on the sides of the theatre stage in advance and moved to the top of the marquee for current ballyhoo.

The top story of a building on Main street was obtained for a giant display, approximately 30x50 feet, on which were mounted cutouts of the robot and a hand clutching the world, illustrated on the 24-sheet. This display was illuminated at night by spots.

The head of the science department in the local high school was supplied with special material for discussion in classrooms. Four thousand tabloid heralds were distributed in banks, restaurants, department stores and other public places.

Local and National Tieups Lead 'Lady' In Syracuse, N. Y.

Charles Graziano, manager of the Paramount in Syracuse, N. Y., used the U-I "Lady Pays Off" promotion to promote his engagement of that film. The distributor supplied 25 nationally advertised prizes and Graziano promoted a gas range and a Schwinn bicycle from two local merchants. Prizes were awarded by means of coupons distributed at the theatre and at five downtown stores. The drawing was held on the theatre stage in conjunction with audience participation games. All prizes were placed on display in the theatre lobby two weeks in advance.

Graziano tied up with station WSYR, promoting 40 gratis spot plugs in return for an underline in newspaper ads. Bob O'Donnell, WSYR announcer, acted as master of ceremonies for the giveaway.

Universal-International dispatched Miss Fairfax Mason, Miss Connecticut of 1948, to Syracuse for the purpose of making personal appearances on principal disk jockey shows and women's programs. She also made the presentation of the prizes.

Window tieups were promoted with leading downtown stores, and Graziano promoted seven newspaper co-op ads in conjunction with the picture. The Syracuse Post-Standard and the Herald-Journal cooperated with art breaks and advance and current news stories.

Schools Sponsor Benefit

Ray LaBounty, manager of the Liberty Theatre, Cumberland, Md., arranged with four parochial schools to sponsor a benefit showing of "The First Legion." More than 1,500 students helped the sale of tickets, the schools receiving a share of the proceeds for a band fund.

2 ways to look at it... from a side seat!

CYCLORAMIC CUSTOM SCREEN

Starke

GIVES YOU "CENTER SEAT VISION"

From every seat in the house!

Eliminates glare and distortion! . . . Gives amazing new depth!
Perfect sound transmission! . . . No perforations!

Manufactured by
B. F. SHEARER COMPANY
2318 SECOND AVE. • SEATTLE, WASHINGTON • ELiot 8247

EXPORT DISTRIBUTOR; FRAZAR & HANSEN, LTD., 301 CLAY STREET SAN FRANCISCO • CANADA, DOMINION SOUND EQUIPMENT, LTD. • OFFICES IN PRINCIPLE CITIES

FOR
MEN
ONLY

More profit with **LIPPERT!**

OUTDOOR
REFRESHMENT
SERVICE
from Coast
to Coast
over ¼ Century

Refreshment
Service for
DRIVE - IN
THEATRES

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y.

Phone
MA. 3814

Direct Mail Gimmick Clicks on 'Blue Veil'

Jack Arthur, Stephenville, Tex., exhibitor, used a direct mail approach to sell "The Blue Veil" at the Majestic Theatre. The stunt was a little on the expensive side, according to Arthur, but made the picture into a top grosser with a single exhibition.

Arthur prepared 4,000 letters in the form of a personal endorsement and explaining that the picture is a real tear-jerker. A sheet of Kleenex was enclosed in each letter, with the advice that the addressee bring it along to dry the tears. He also recommended that they see the picture from the beginning, and added a postscript with the starting time of each performance.

Arthur took one list of 2,150 names from the water meter file. The remaining 1,800 letters were mailed to rural route boxholders.

The owner-manager reports that the picture was well received.

Radio and Display Ads Raise 'The Blue Veil'

Strong concentration on newspaper and radio advertising was reflected in increased business for "The Blue Veil" at Manager Roy Prytz's Granada in Duluth, Minn. Prytz used a teaser trailer three weeks in advance. He used saturation spot announcements on radio station WEBC and interspersed his spot plugs on news broadcasts. He also promoted free plugs before and after soap-box operas in order to reach a large woman's audience.

Disk Jockeys Assist Omaha Campaign to Sell 'Pickup'

Larry Caplane, manager of the Brandeis Theatre, Omaha, promoted two radio contests in his campaign on "Pickup" and "Criminal Lawyer." A disk jockey show aired by station KOIL offered guest tickets for the ten best letters received from listeners on "pickup" experiences. Station KBON announced that free admissions would be given to the first ten blondes who attended the opening day matinee.

In addition, the Man on the Street program over KOIL asked a series of questions relative to "pickups," five days in advance of opening. The theatre received several plugs on each broadcast for five days.

Caplane arranged attractive window displays at the Adams hat store, Kiney's shoe store, a pet shop and three jewelers. The public library cooperated by displaying the latest crime novels, tieing in picture credits with stills and theatre dates.

Jumbo cards were posted on downtown streetcorner trash cans, standees were placed in hotel lobbies, and a flash front was designed for current ballyhoo with blowups, cutout art and cutout letters.

Four new Hudson Hornet models paraded the downtown area with banners tieing in the new car model with the title, "Pickup."

Hospitals Cooperate For 'Lady With Lamp'

S. E. Pascoe Williams, manager of the Ritz Theatre, Woking, Surrey, England, invited a matron and six senior nurses from local hospitals to the opening night performance of "Lady With a Lamp," with resulting newspaper publicity. Red Cross officials and the ex-superintendent of the famous Florence Nightingale School of Nursing also were guests.

Williams arranged a display in the lobby centering around large photographs of Florence Nightingale, and the junior section of the Red Cross gave a tableau on the stage each night to enroll volunteers for that organization.

Twelve window tieups and favorable newspaper publicity all helped to promote the playdates.

Teaser Trailers Are Colored From Booth

Launching his campaign for "The Day the Earth Stood Still" a month prior to opening enabled F. P. Gloriod, manager of the Rodgers Theatre, Poplar Bluff, Mo., to build up tremendous interest. He used a series of three teaser trailers, having the operator cover the aperture with cellophane of various colors.

A robot man's suit was rented at small cost and placed in front of the theatre. Gloriod also borrowed a space man's suit from the film distributor, and a week prior to opening, two employes wearing the space-man and robot costumes paraded the downtown streets and visited all public schools. The space-suit man distributed tabloid heralds to large crowds which collected.

Gloriod had a 24-sheet cutout and a display of stills in the lobby.

★ THIS TIME --
★ MR. 'PIHSNAMWOHS' REALLY
★ COLD-COCKED 'EM!

"YOU GOTTA TELL 'EM—TO SELL 'EM!"

... at DETROIT! ... at MILWAUKEE!

COPIES NOW READY!
Read It! Preserve It! Store Only Where It's Safe To Keep 'Dynamite'! Write today for all the FREE copies you can use of KROGER BABB'S most terrific talk yet—"You Gotta Tell 'em—To Sell 'em!"

THE HALLMARK HOLLYWOOD SHOW FLOORED 'EM!

Allied of Michigan . . Allied of Wisconsin . . are shouting "Hurrah! Hats off to Hallmark!" Chief Krog cold-cocked 'em! His Hallmark Hollywood Convention Shows floored 'em! Telegrams! Letters! Long Distance calls! Those Michigan and Wisconsin Exhibitors are shouting, "Best thing yet—just the 'Medicine' we needed!" Why don't you get K.B. and the big HALLMARK HOLLYWOOD SHOW for your next convention—and get back into Show Business?

THE GOLDEN RULE COMPANY

WORLD'S LARGEST ROADSHOW ORGANIZATION
HALLMARK

Home Offices: HALLMARK PRODUCTIONS, Inc.
HALLMARK BLDG., WILMINGTON, OHIO
Branch Offices: BEVERLY HILLS, CALIF. • CHICAGO • CLEVELAND • TORONTO • MEXICO CITY • AUCKLAND • SYDNEY • SINGAPORE • HONG KONG CALCUTTA • KARACHI • CAIRO • ATHENS • ROME • PARIS • LONDON •

IT'S MOVIETIME U.S.A.

PLAY— BOOK— NOW—
"WHY MEN LEAVE HOME" * "ONE TOO MANY"
"PRINCE OF PEACE" * "SHE SHOULDA SAID 'NO'!"
"MOM AND DAD" * "SIDE ROAD"
PROFIT-MAKERS because they're SEAT-FILLERS!

Ad Slogan Puts Over Combination Program Of 'Mob' and 'Lawyer'

Frank Boyle, manager of the Saxon in Fitchburg, Mass., sold a combination booking of "The Mob" and "Criminal Lawyer" as "the greatest crime show since Kefauver." This theme was used in newspaper ads, on radio stations, special heralds and lobby displays. It helped considerably in attracting additional business.

The Saxon offered "Lost Continent" as competition to "The Day the Earth Stood Still." To overcome the strong opposition, Boyle distributed tabloid heralds, increased his usual radio budget, and made a flash front featuring cheesecake art, monster cutouts and scare copy.

A prehistoric monster was cut out, red transparency eyes placed in the head, and the display set on top of the marquee. A truck toured the city bannered with six-sheets and three-sheets with theatre playdates.

For "The Blue Veil," Boyle got Dotty McKittrick, women's commentator on a local radio station, to plug the picture on her Saturday show. She also interviewed a guest who had seen the picture in New York, with the result that the interview developed into an endorsement for the film.

Additional advertising space was taken in the woman's page of the daily newspaper.

Stagecoach on Parade For 'Fort Defiance'

Al Plough, manager of the Stanton in Philadelphia, staged a parade to ballyhoo "Fort Defiance." In the parade was an authentic stagecoach, properly bannered and carrying costumed cowboys, and a number of mounted Indians holding pennants lettered with picture and theatre copy.

War Weapons Attract

A lineup of tanks, half tracks carrying anti-aircraft weapons, and other mobile guns and equipment was stationed in front of the St. Johns Theatre, Jacksonville, Fla., as advance and current ballyhoo for "The Tanks Are Coming." The exhibit was promoted by Sheldon Mandell from the national guard. The stunt attracted considerable attention and stimulated attendance at the boxoffice.

Has 'Fox' Stage Plug

Olin Lawson, manager of the Martin in Andalusia, Ala., made his patrons aware of his booking of "The Desert Fox" by placing large cutout letters spelling out the title across the stage footlights, two weeks prior to opening. Following each feature showing, the house curtain was closed and the colored footlights were turned on to illuminate the letters.

Uses 'Tanks' Ballyhoo

Charles B. Taylor, publicity manager for the paramount in Buffalo, arranged for a display of National Guard equipment in the lobby to exploit "The Tanks Are Coming." Buffalo's 12th tank battalion provided a 40-ton tank which was stationed out front.

THE INDUSTRY'S "PACE-SETTER"
We Want to Do Our Part – So . .
HALLMARK ANNOUNCES

WORLD'S LARGEST ROADSHOW ORGANIZATION
HALLMARK

NEW LOWER FILM RENTAL "Package Deals" For 1952

"*We Are Going to Help Those Exhibitors Who Help Us.*"
KROGER BABB,
Pres., HALLMARK PRODUCTIONS, INC

Wages Are HIGHER! Expenses Are HIGHER! Production Costs Are HIGHER! BUT . . . .

HALLMARK HAS FOUND 'THE ONLY WAY' TO BRING YOUR FILM RENTALS *DOWN*

HALLMARK believes it a solemn obligation to help theatres—you exhibitors—in every way possible. And, we've found a way! All that's required is your prompt co-operation, your willingness to buy and book two Hallmark attractions during one sales call—and NOW you can play HALLMARK'S newest, superb roadshow attractions at "Package Deal" terms—

The Lowest FILM RENTAL TERMS IN HALLMARK'S HISTORY

TO HELP YOU (AND US) MAKE MORE MONEY IN '52

NOW BOOKING! PACKAGE DEAL NO. 1

"WHY MEN LEAVE HOME" AND "ONE TOO MANY"
PACKAGE DEAL No. 1

"PRINCE OF PEACE" AND SHE SHOULDA SAID 'NO'! OR "MOM AND DAD" OR "SIDE ROAD"
PACKAGE DEAL No. 2

THE ONLY expense we can wisely reduce is our "selling cost." Help us and we can help you! HALLMARK'S terms on single-picture bookings must be increased or we can't stay in business! Yet, by you merely deciding to buy and book TWO of our pictures during one sales conference with your Hallmark Agent, you can save us lots of money. We'll pass it all on to you—therefore we can, thru "Package Deals," actually REDUCE your film rental terms to the lowest in HALLMARK'S history—instead of being forced to raise them by conditions beyond our control.

OPEN THE door fast, welcome your HALLMARK Agent—see him, talk to him, understand our problems—make up your mind—throw him out quickly—or buy a "Package Deal" immediately—and let's get back into Show Business and start making some money once again!

BOOK 'EM 8 WEEKS IN ADVANCE—PLAY 'EM 8 WEEKS APART

"THE BEST IS YET TO COME" AND "DELINQUENT ANGELS"
PACKAGE DEAL No. 3
FIRST COME— FIRST SERVED—

IN 1951, THIS PLAN WOULD HAVE PROFITED EXHIBITORS $361,705.09

HALLMARK · PRODUCERS · WORLD-WIDE DISTRIBUTORS · EXPLOITERS

Home Offices: HALLMARK PRODUCTIONS, Inc.
HALLMARK BLDG., WILMINGTON, OHIO
Branch Offices: BEVERLY HILLS, CALIF. • CHICAGO • CLEVELAND
TORONTO • MEXICO CITY • AUCKLAND • SYDNEY • SINGAPORE • HONG KONG
CALCUTTA • KARACHI • CAIRO • ATHENS • ROME • PARIS • LONDON

Misspelled Words Interest Patrons In Film Calendars

Matthews Barry, manager of the Trojan Theatre in Rushford, Minn., has introduced several novel gimmicks to create interest in his calendar programs. One of his recent monthly programs was printed with 42 words purposely misspelled. Copy in a box invited patrons to submit a list of the misspelled words along with the correct spelling. The first entry received with all the proper corrections was adjudged the winner, and the sender received a one-month pass to the Trojan.

Barry reports that almost 500 entries were received, and many new people from a wide area asked to have their names placed on the mailing list.

One month Barry tried another stunt with matching movie titles and star names which enjoyed moderate success.

Barry recently enlisted the aid of local merchants in sponsoring a one-hour radio program on Saturday morning over station WKTY. The show is designed as a disk jockey program, with Barry acting as record changer and announcer. Interspersed are ads for the merchants and the theatre.

Clerks Hand Out Heralds For 'David and Bathsheba'

Nick Tornichio, manager of the Vernon Theatre, Mt. Vernon, Ohio, had the cooperation of clerks in neighborhood grocery stores in distributing 1,000 special brochures advertising "David and Bathsheba." Tornichio contacted clergymen and school principals, urging their cooperation in publicizing the playdates. Two thousand special heralds were distributed to homes in the residential sections.

Groceries on Thursdays

W. S. Samuels, manager of the Lamar, Beaumont, Tex., has introduced Country Store nights as a Thursday night business stimulant. Drawing coupons are distributed to the purchasers of adult tickets. The baskets contain groceries contributed by local merchants.

FOR
MEN
ONLY
More profit with LIPPERT!

Voices of Detectives Boost Film in Jersey

Detective chiefs representing all New Jersey communities were guests at a screening of "Detective Story" at the Mayfair Theatre in Asbury Park. The plainclothes men were later guests at a luncheon, at which time tape recordings of their comments were made by Station WJLK for rebroadcast in their respective communities. The stunt was designed to aid the promotion of "Detective Story" through an extensive newspaper campaign in all Walter Reade theatres.

Transparent Enlarger Sells Holiday Ads

The pre-Christmas season usually means the slackening off of business at the Starette Theatre in New Castle, Ind. Kenneth Elmore, manager of the Starette, worked two promotions to help offset the temporary business slump. For five successive days prior to Christmas, he promoted a merchant sponsored candy giveaway, offering sweets to every child who attended the show. Five merchants participated in the tieup, receiving theatre advertising in return for their cooperation.

Elmore sold 27 ads on a merchants' holiday greeting trailer which gave the theatre over $400 in extra revenue. His presentation method suggests an excellent idea for other exhibitors when soliciting ads of this type.

Elmore took some of his last year's trailers, clipped frames, and mounted them in frame holders borrowed from a local camera store. He then purchased a small transparency viewer, and when he showed the ad to the prospective merchant, he used the viewer to project it into large size. According to Elmore, he was able to sell 27 merchants out of 36 prospects.

Elmore has offered to supply any theatre manager with a sample of one of his slides if they will request it and send him a self-addressed stamped envelope.

Neighborhood Merchants Sponsor Kid Yule Party

Twelve Parma (Ohio) merchants cooperated with Gertrude Tracy Reynolds, manager of the Parma Theatre in Cleveland, in promoting a Christmas children's party. The party coincided with the beginning of the new serial, "Captain Video." A Gene Autry Westerner bicycle valued at $79 was given away to one of the lucky youngsters in the audience. Every kid received a free candy cane.

A trailer, special lobby display and heralds helped to stimulate advance interest in the party.

Raffles Quest for 'American'

Bob Groenert, manager of the Alhambra in Milwaukee, promoted a Raffles quest on "Detective Story" in three-way tieup between the theatre, radio station WMAW, and the distributor for Admiral television. An Admiral television set was awarded to the person identifying the mystery man, Mr. Admiral. Clues were given to the public on station WMAW, with "Detective Story" coming in for liberal plugs.

Disk Jockeys on Radio Ride Herd in Boston For 'The Big Night'

A trio of ace exploiteers got together to put on a campaign for the world premiere of "The Big Night" in Boston and came up with a crack radio promotion keyed to the personal appearance of John Barrymore jr. The exploiteers were Lige Brien, director of special events for United Artists; Joe Mansfield, UA field man, and James King, publicity director for RKO Theatres in Boston. Barrymore is the star of the film which opened at the Boston Theatre.

Four top disk jockeys were selected to introduce the star at different appearances on the stage. Each gave their listeners a buildup well in advance and urged them to keep a date at the theatre. The theatre likewise publicized Barrymore's appearance with the record artists via lobby signs and a trailer. The star was interviewed by each of the jockeys on a special broadcast on their respective stations. He made personals on programs featuring Jay McMasters, WMEX; Olive Tindell, WHEE; Louise Morgan, WNAC, and Marjorie Mills, WBZ, in addition to those with Ray Dorey and Fred B. Cole, WHDH, and Jim Broaca and Art Takker on WCOP.

PEPSI-COLA FLEET HELPS

National tieups made an important contribution to the local campaign. Pepsi-Cola bannered a fleet of trucks serving the area with signs and distributed 1,000 posters plugging the premiere. Beechnut gum was distributed to about 40,000 Bostonians in envelopes imprinted with picture and theatre copy by four attractive girls dressed in Santa Claus outfits.

A Pabst tieup produced a plug on a network broadcast ten days in advance which embraced 51 television stations and 148 radio stations. This company used bumper strips plugging the opening on all trucks serving the metropolitan area of Boston.

Through the national apple tieup, 250 streamers were displayed in grocery and fruit stores with a direct plug for the premiere. Banners were placed on trucks which distribute Time and Newsweek tying in reviews the magazines gave the picture.

40 CANDY DISPLAYS

A local tieup with a chain of candy stores provided displays in 40 choice locations announcing the personal appearance of Barrymore at a new store opening. The film played this up heavily on its regular radio advertising with direct plugs for the picture opening. In addition the theatre received 600 boxes of candy as a giveaway for patrons on opening day and the chain paid for several newspaper ads tied in with the premiere.

About 30 editors of high school papers were guests at a party for Barrymore with resulting publicity that reached every teenager in the city. A Barrymore Fan club was organized and members were eligible to compete in a contest, winner of which was dated for "The Big Night" by the star of the film production.

For additional exploitation, 350 posters were spotted in subways and at snipe locations; sidewalks were stenciled with premiere copy and a flash front was built for current ballyhoo.

A Section of BOXOFFICE

The Motion Picture Merchandising Guide

Promotion

PERIODICALS · RADIO · OUTDOOR · MAIL · ON-SCREEN · TELEVISION · IN-STORE · ON-TRANSIT · NEWSPAPERS

In This Issue:

PROGRAMMING AND PROMOTING THE SHORTS SUBJECT IN 1952

FRED QUIMBY
MGM Shorts Production Head
See Page 28

SHORT SUBJECTS PROGRAMMING.....

WE SALUTE Mother's Day
FAMOUS Hollywood MOTHERS

Some Exploitation Ideas Which Paid Off

Here are some evidences of short subjects exploitation which paid off in extra boxoffice dollars. At the top is shown a group of Morris Harvey college students participating in a "Sadie Hawkins Day" event to publicize the Paramount short of that name which was playing the Kearse Theatre in Charleston, W. Va. Center shows a special board at Loew's State, New York, tieing in Mother's day with "Famous Hollywood Mothers." Lower photo shows a music shop tiein with Tom and Jerry MGM albums and other merchandise licensed for T&J exploitation.

In Programming, You Should Build Shorts to a Climax, As In Setting Up Vaudeville Bill

By LOU GERARD

Programming of short subjects can be simplified by pursuing two rules of thumb: (1) build shorts to a climax, like setting up acts of vaudeville toward the star stint, which in this case would be the feature film; (2) program for a particular patronage.

Merit of the vaudeville analogy is obvious in application to any phase of show business; every good show builds to a star climax, with preceding action serving as stepping stones to the main feature. What this kind of shorts programming calls for, therefore, is knowledge not only of the feature's ingredients but of the shorts available for before and after fare.

If the theatre is on single feature policy, appetite and consequent enjoyment of the feature can be heightened or decreased by selection of supplementary fare. A receptive mood can be set or destroyed. If the theatre plays double feature, shorts product becomes *even more important;* it is recognizable to any theatre manager that to pile one feature virtually upon another without some kind of break, or relief, is inviting restlessness, or boredom.

Must Know Your Customers

Shorts are slanted, naturally, for appeal to a general patronage, yet knowledge of specific patronage is essential in shorts programming. Experience has shown the top acceptability of cartoons and newsreels. In somewhat lesser sense, this holds true for sports reels and two-reel comedies. Certain houses, however, can get top results out of the "art" shorts now being produced by 20th-Fox, the classical music in the popular vein available from Columbia, the "Earth and Its Peoples" series from U-I. Falling back once more upon the vaudeville analogy: these programs gave as much and as careful attention to the supporting acts as they did to the feature turns; there was no "sloughing" of these acts, and whenever there was, it was fatal to the bill.

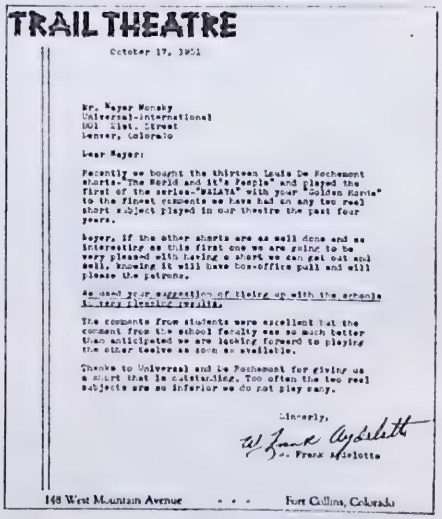
Patron preference is always the final answer, both in whether he wants shorts and in what kind of material he likes. One exhibitor in a metropolitan area resolved the question by using a trailer, in which he asked patrons point blank to answer with applause or silence a series of questions: do you like shorts — cartoons, travelogs, sports, March of Time, etc.? The applause showed what the exhibitor admits he should have known right along—that patrons want shorts, without question, that universally tops on the list were cartoons and newsreels, and that other subjects varied with audiences on different nights (in other words, various kinds of features brought out different audiences, who in turn had different preferences in shorts, too).

That much trouble is unnecessary, even though the procedure is effective. Most distributors make a practice of recommending certain shorts to go with certain features. Paramount, for instance, does this in its pressbooks on feature product. This kind of aid in programming can and should be accepted in good faith, and it requires little or no extra time from the exhibitor.

Research and polling of theatre patrons has demonstrated without question that patrons want the newsreel, that over the years it has become identified with movie programming as much as any one subject or feature. One large eastern circuit found out the hard way by dispensing with the reel in certain key houses. Patron protest brought it back quickly.

Selective shorts programming will affect product, too, in acting as a guide to distributors of exhibitor needs and wants.

Occasionally, a series of shorts on one angle can be made into a complete, special program with top results, as have been the all-cartoon kiddy matinees. One circuit operator is booking a series featuring top name bands: Tommy Dorsey, Stan Kenton, Vaughn Monroe, etc., planning "midnight jam sessions" at regular prices, and exploiting the program sufficiently via advertising, heralds and other accessories—as an added source of revenue.



TRAIL THEATRE

October 17, 1951

Mr. Mayer Monsky
Universal-International
101 21st. Street
Denver, Colorado

Dear Mayer:

Recently we bought the thirteen Louis De Rochemont shorts-"The World and It's People" and played the first of the series-"MALAYA" with your "Golden Horde" to the finest comments we have had on any two reel short subject played in our theatre the past four years.

Mayer, if the other shorts are as well done and as interesting as this first one we are going to be very pleased with having a short we can get out and sell, knowing it will have box-office pull and will please the patrons.

We used your suggestion of tieing up with the schools to very pleasing results.

The comments from students were excellent but the comment from the school faculty was so much better than anticipated we are looking forward to playing the other twelve as soon as available.

Thanks to Universal and De Rochemont for giving us a short that is outstanding. Too often the two reel subjects are so inferior we do not play many.

Sincerely,
W. Frank Aydelotte
W. Frank Aydelotte

148 West Mountain Avenue • • • Fort Collins, Colorado

This exhibitor followed through on campaign suggestions—the letter speaks for results. He is W. Frank Aydelotte of the Trail Theatre, Fort Collins, Colo.

.....AND EXPLOITATION

Shorts Promotion Cannot Be Haphazard; To Exploit Well, You Must Know Your Subject

Dollar and cents returns in promotion and exploitation of short subjects is put succinctly by Sidney Kramer, RKO's shorts sales manager: "Considering the average cost of one subject to the average exhibitor, anywhere from six to a dozen extra admissions will return the booking investment and in many instances return a profit to the exhibitor."

Most shorts sales managers agree frankly that exploitation campaigns on shorts should be confined to a comparatively few. But all shorts should rate some kind of attention. Some of these have timeliness angles, special local interest angles, or national tieups set up by distributors and workable at the local level. Some theatre managers come up with a few shorts campaigns per year; they do it because they have found it pays off in increased business. None of them attempts to "milk" shorts boxoffice values without knowing their content. All of them study the press sheets which all companies issue on shorts product, in which are listed all the admats and accessories available from National Screen, the national tie-ins, suggestions for local angle selling, and publicity releases.

Effective Selling Methods

Some of the more effective methods are simple to perform, and constitute a year-round program for shorts promotion which cost comparatively nothing in both time and money:

1. Ad-line or small ad inserted in body of regular feature ad. This should be specific, contain a few words of selling copy. In Cleveland, even directory ads of neighborhood houses include shorts selling, and name the product. The practice has been in general vogue for the past two years.

2. Permanent lobby or outside frame for one-sheets or other accessories, calling attention to forthcoming short product. As a variation, a snipe-type card across the bottom of accessories on coming feature attractions can be used.

3. If the theatre has a regular program handout, specific shorts product in a box or heavy type, should be included so that it stands out and attracts the patron's eye.

4. On those shorts which warrant some kind of campaign, exhibitors should check to determine what group or groups of people might most be interested, and which of those groups can and will lend themselves to carrying the lead, via word of mouth, mailings, or announcements. Some managers have developed this technique to a high point; these are the ones who manage to "find the time" to promote shorts. Examples are numerous: for Fox's series on the world's great artists, enlist art museums, public school art teachers, newspaper art editor, local commercial art schools. For RKO's "Lady Marines," any Marine recruiting station will tie in, if presented with at least a couple of ideas.

SUPERMAN COLORING CONTEST

A bicycle giveaway, tied in with a coloring contest, helped exploit the Superman serial at this theatre. The lobby display is evidence of its success.

(Check through the product line-ups and Shorts Pre-Selling Guide in this issue for further exploitable product.)

5. Invest in a trailer occasionally on a particular short which has gained nationwide publicity, as some do. Interstate circuit did this last year on Columbia's "Gerald McBoing-Boing."

Occasionally, a short comes along that affords an opportunity to climb out of everyday operation. This happened on current product to the Lincoln Theatre in Massillon for RKO's "Touchdown Town": to the Kearse Theatre and manager Ronnie Coleman for Paramount's "Sadie Hawkins Day," in which students of Morris Harvey College provided the hub of activity on the Li'l Abner comic-strip subject; to manager Joe Lefkowitz of the Hyway Theatre in Fairlawn, New Jersey, who tied local sporting goods stores into giving away merchandise at a kiddy sports matinee featuring "Little League Baseball."

Upcoming and currently available releases contain a greater percentage than ever of product which bears exploitation. Samples at random include RKO's "Here Comes the Band," around which managers have built parades of school and college bands, onstage rallies and local publicity campaigns in newspapers and school publications: "Magic Recipes," a Pete Smith special from MGM tied to pressure cooker and natural gas companies nationally; another Pete Smith, "Pedestrian Safety," tied to the national Police Chiefs' Association and affording police-traffic department cooperation everywhere; "Railroad Special Agent," RKO's short which offers the same promotion facets via railroads and their detective forces.

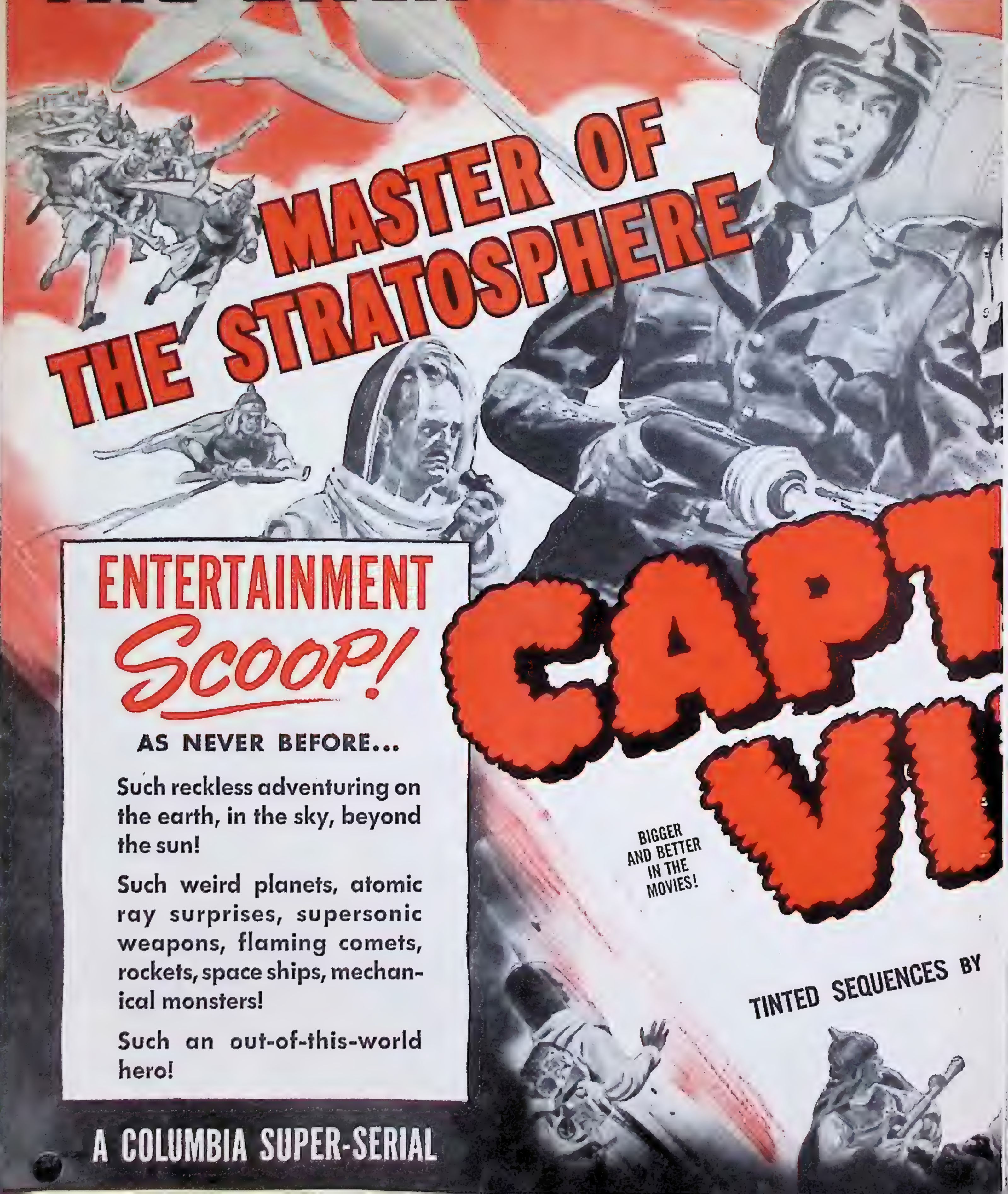
These are but a few high notes in the steady flow of promotional product. Even re-issues contain selling angles, via names like Warner's Dennis Morgan and those of topnotch bandleaders. Comedy re-issues with names like Buster Keaton have meaning in ads and accessories. This is what is meant by "selling every short." For in most cases, the exhibitor has nothing to lose and everything to gain by using just an ad line; in a number of cases, he can get up a campaign that will definitely result in increased business, as demonstrated by the comparatively few theatres who search shorts product for exploitation and selling avenues.

Book Posters for 'Decision'

Pocket Books is distributing 100,000 color posters to dealers nationally carrying art and editorial credits on this month's release, "Decision Before Dawn," which it is featuring on the cover and with inside art of its reprint.

Fox branches are apprising local distributors of playdates. Exhibitors should check Pocket Book distributors on sniping of theatre and playdate for trucks and newsstands.

THE GREATEST OF ALL



MASTER OF
THE STRATOSPHERE
CAPT
VI
BIGGER AND BETTER IN THE MOVIES!
TINTED SEQUENCES BY

ENTERTAINMENT
Scoop!

AS NEVER BEFORE...

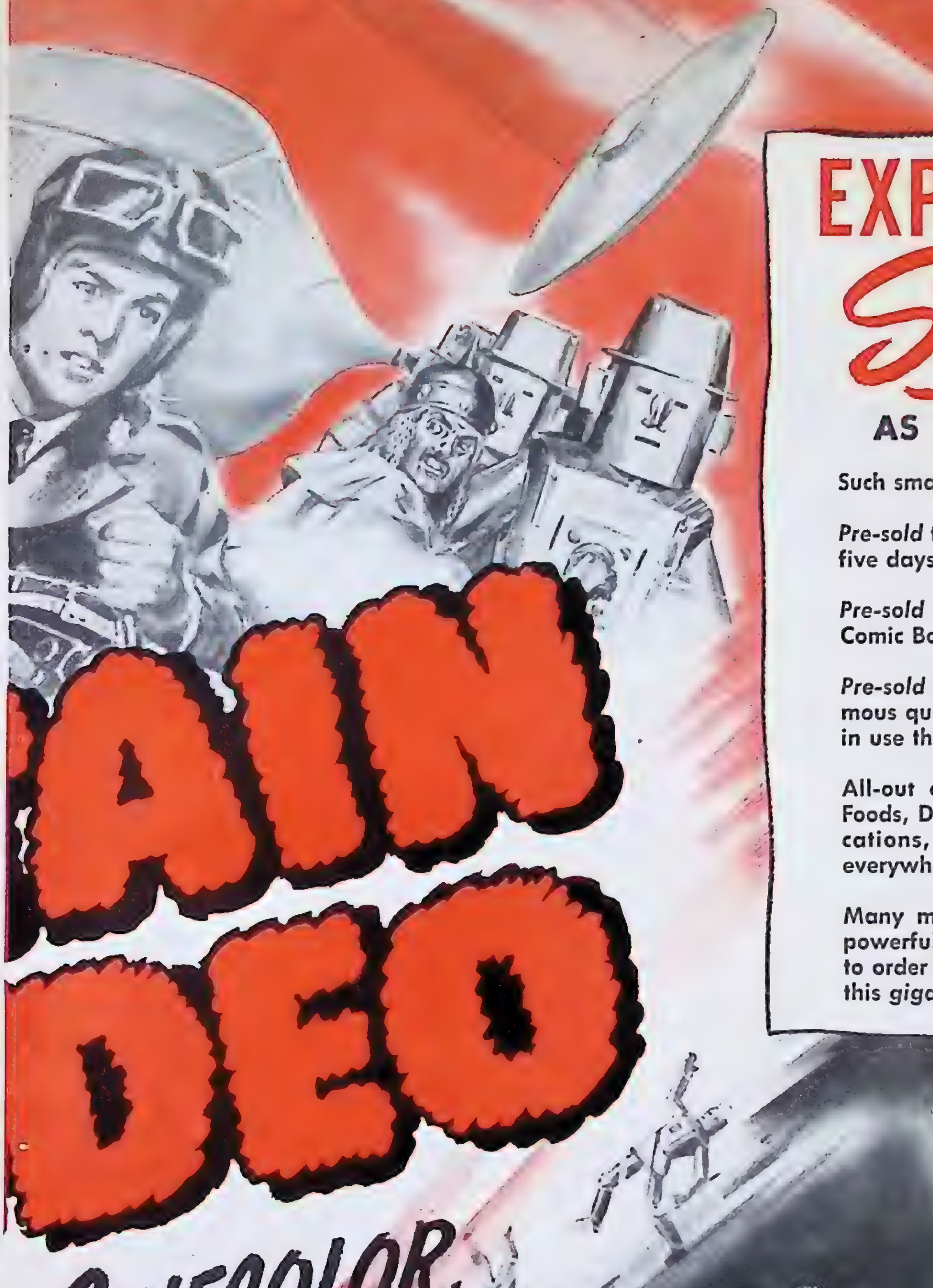
Such reckless adventuring on the earth, in the sky, beyond the sun!

Such weird planets, atomic ray surprises, supersonic weapons, flaming comets, rockets, space ships, mechanical monsters!

Such an out-of-this-world hero!

A COLUMBIA SUPER-SERIAL

SERIAL SCOOPS!


AIN
DEO
CINECOLOR

EXPLOITATION

Scoop!

AS NEVER BEFORE...

Such smash promotion!

Pre-sold to millions of listeners every day, five days a week, from coast to coast!

Pre-sold to millions of "Captain Video" Comic Book readers!

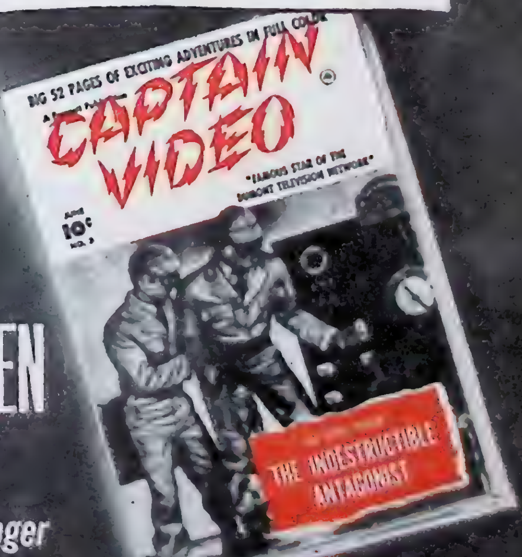
Pre-sold to many millions more by enormous quantities of Video-license products in use throughout the country!

All-out coordinated support of General Foods, Dumont Television, Fawcett Publications, and Video-license producers everywhere!

Many more crowd-grabbers in this all-powerful exploitation campaign — made to order for reaching out, and adding, to this *gigantic* pre-sold audience!

with

JUDD HOLDREN
as *Captain Video*
LARRY STEWART as *Ranger*
GEORGE ELDREDGE · GENE ROTH · DON HARVEY
Screen Play by **ROYAL K. COLE, SHERMAN L. LOWE** and **JOSEPH F. POLAND**
Produced by **SAM KATZMAN** · Directed by **SPENCER BENNET** and **WALLACE A. GRISSELL**


BIG 52 PAGES OF EXCITING ADVENTURES IN FULL COLOR
CAPTAIN VIDEO
"FAMOUS STAR OF THE DUMONT TELEVISION NETWORK"
10¢
THE INDESTRUCTIBLE ANTAGONIST

READ
BY
MILLIONS!

COLUMBIA'S VOLUME, VARIETY BID FOR TOP SHORTS SEASON

Lineup Features UPA Cartoons, DeRochemont's 'A Day With the FBI' and 'Captain Video' Serial

For sheer volume, for quality of subject matter, for a mass variety of comedy favorites, for continuing, popular series and for a truly top lineup of serials, the season of 1951-52 bids to be highly prolific in bookings, and profitable in playoffs for Columbia's short subjects department. And exhibitors will be given every possible aid in selling one subject after another, through publicity and promotion campaigns already set and perking.

At the top of the list go the UPA cartoons, whose "Gerald McBoing-Boing" was last year's sensation; the "Captain Video" serial, and the Louis DeRochemont-Reader's Digest documentary, "A Day With the FBI." These are the pacemakers in a total of 112 subjects—three serials, 27 two-reelers and 82 single-reelers.

UPA is contributing two series of five each, in Technicolor. "Jolly Frolics" has two already in release; coming up are "Rooty Toot Toot," a ballad in ballet form, based on the legend of Frankie and Johnny and already the beneficiary of advance national magazine publicity; "Willie the Kid," a satire on suburban children playing cowboy; "The Ooompahs," about a family of instruments whose son, Orville, a trumpet, wants to play jazz music.

Five more are available via Mr. Magoo, the rotund, humbling, near-sighted old man. Already in release are "Fuddy Duddy Buddy" and "The Grizzly Golfer." Slated for the near-future is "Sloppy Jalopy," tagged as one of the best "McBoings."

As the "freshest and most original approach to movie cartoons since Disney" (newspaper and magazine reviews), each UPA cartoon should be treated as an event, given ad space, lobby cards and one-sheets. Tag all material as "by the makers of 'Gerald McBoing-Boing'" for audience recognition value. If possible, they should be screened in advance, and reviewers asked especially not to leave before viewing the cartoon. If a series is bought, give it prominence in trailers, again using the "McBoing-Boing" tag.

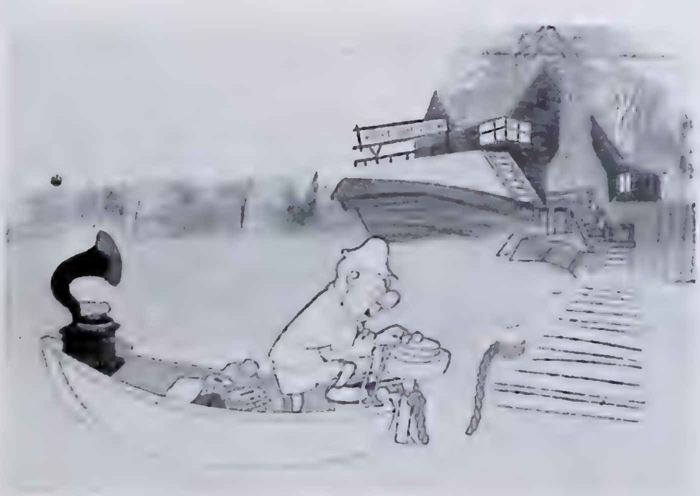
"A Day With the FBI," in Technicolor, has some top selling points and exploitation avenues. The DeRochemont name is one; combined with that of the Reader's Digest, it packs a double punch. Exhibitors who have already played it have given it generous ad space, in some cases one-fourth of the total, have used special National Screen-prepared 40x60's in the lobby and 1-sheets and stills both in and out of the theatre. The admats with the still of J. Edgar Hoover, FBI chief, should be used, and Hoover identified. His commendatory letter should be utilized wherever possible; one good avenue is to make up enough reprints for a mailing to police department members. FBI offices nearby will help, too, if contacted well enough in advance. Other opportunities: local distributors of the Reader's Digest, for truck posters, newsstand tack cards and sniping or stuffing of current issues. Further accessories available from National Screen: four 11x14 stills, set of 10 8x10 stills.

The calendar is long on comedy. Added to the UPA cartoons are: eight two-reelers with the established favorites, the Three Stooges; 12 assorted All-Star two-reelers featuring a variety of performers like Max Baer, Maxie Rosenbloom, Andy Clyde, Vera Vague, Joe Besser, Tom Kennedy, Wally Vernon and Eddie Quillan; Comedy Favorites, six two-reel reprints of previous years' stars, with Buster Keaton, El Brendel, Tom Kennedy and Monte Collins.

A DAY WITH THE FBI
SUPER-SENSATIONAL SPECIAL
A DAY WITH THE F.B.I.

This 40x60, available through National Screen, was used effectively for outdoor display to promote "A Day With the FBI" at the Brooklyn Fox Theatre.

"Mr. Magoo," one of the ten Technicolor cartoons to be produced by UPA for Columbia distribution. This is the production unit which provided the popular "Gerald McBoing-Boing."



Comedy abounds in the one-reel classification, too. Color Favorites lists 12 Technicolor cartoons that were hits when released. Candid Microphone is another established series played for laughs; there will be six available in its fourth year, with Allen Funt still at the helm.

Ralph Staub's Screen Snapshots, granddaddy of them all, will return with 12 more. This 31st season opened with a Dean Martin and Jerry Lewis number, which should of course be played big for the marquee value of the names. Ten minutes of Martin and Lewis can lure a lot of patrons that many features won't. Also to be played for name value is "Memorial to Al Jolson," which if advertised should draw excellently.

Broadcaster Bill Stern is back again to narrate Columbia's World of Sports series, 12 one-reelers which this year finds several shorts for which the company sent camera crews to Europe. "Gymnastic Champions" is the first of these, and a good one for informing gymnast clubs.

Cavalcade of Broadway has lined up eight subjects, and will use as guides to New York's night spots such luminaries as columnist Danton Walker. Opener is "Eddie Condon's," a name magic to the jazz devotees. Get disk jockey aid on this one.

Excellent programming is found in the Music to Remember series, featuring six classical music subjects in the popular realm, with which the average moviegoer is familiar. Tchaikovsky takes the honors in this category with four: "Nutcracker Suite," "Piano Concerto," "Swan Lake Ballet" and "1812 Overture." Grieg is represented with "Peer Gynt Suite"; Borodin's "Dances" rounds it out.

'Captain Video' TV Hit, Gets Top Promotion For Serial Adaptation

The science-fiction craze now making a clean sweep of the nation's small fry automatically makes Columbia's "Captain Video" one of the most potent serials in the company's history. Add a powerful selling impact provided by a variety of exploitation angles and national tie-ins of very practical use at the local level, and it becomes easily understandable why Columbia expects "Captain Video" boxoffice returns to challenge the all-time serial king, "Atom Man vs. Superman."

Promotion takes four main forms, all of them easily workable locally. They are: A tie-in with General Foods for its Post's cereals, which sponsors the five times a week TV show; the DuMont TV network, which owns it; a total of 19 already-licensed manufacturers of "Captain Video" items; and a raft of regular and special accessories, available from National Screen.

Although national release date is not until December 27, the General Foods tie-in was set three months ago. The food titan has advised its regional and district personnel of the tie-in, and urged them to work closely with local exhibitors in the following manner: planting of specially prepared window streamers; setting up window and counter displays in grocery stores, with emphasis on supermarkets; contests to be worked in conjunction with stores who help publicize them via window posters, ads and throwaways; store placement of co-op newspaper ads calling attention to theatre and playdate; various store package stuffers from material readied by Columbia; cooperation of the local General Foods representative in working out a similar campaign with the local DuMont stations; lobby boards; and co-op message material on screen in return for grocer cooperation.

'VIDEO' MERCHANDISING
VIDEO SWEATERS
TOY
VIDEO PLAYSUITS
TIES, BELTS
HOLSTER SETS
VIDEO SHIRT
VIDEO HOSIERY
VIDEO WALLET

This reproduction of a page from the "Captain Video" pressbook indicates the extensive merchandise tie-ins which are available for exhibitors booking the serial.

Names of General Foods representatives may be obtained from Columbia's Exploitation department or General Foods, New York. The window streamer, which is particularly effective, is available free from Columbia's Exploitation department; it is in mat form, 9¼x18-inches.

A letter from the DuMont network has gone out to every TV station carrying the daily "Captain Video" doings, asking station cooperation with exhibitors. The letter notes one important point as its beginning: "For the first time since the advent of television, a program created for the new medium has been adopted by the movies for a film series."

Here, then, is begun the marriage of movies and TV, and both Columbia and DuMont are extracting every last bit of promotional juice from it. Since the stations have been notified, it is up to the exhibitor to follow through. He can do the following, among others: Get the station to show a specially prepared slide after each "Captain Video" TV show; the slide will be furnished free by DuMont from New York to any station requesting it, and will read: "Follow fabulous adventures of Captain Video every Monday through Friday on this station. And at the movies every Saturday at the (name) Theatre." Going to each station will be the press book, with further tie-in ideas. In return for any and all TV cooperation, theatres are asked to run a trailer, using the same copy as the TV slide but with reversed position.

The station promotion man is the local contact; both Columbia and DuMont suggest also that General Foods also be tied in, if possible to any cooperative activities.

DuMont also controls the "Captain Video" licensing operation, which is still building, with new ones coming in almost every week. Already included are science-fiction toys, clothing, clothing accessories, novelties, and comic books. The latter have been made available to theatres as giveaways at a really excellent price, two and one half cents apiece, and can be obtained from Fawcett Publications (see Guide). This giveaway should be used if at all feasible; properly sniped, it makes a fine advance herald and a mid-way-of-the-engagement stimulant. Books come stamped "Complimentary."

Complete licensee list can be obtained from DuMont, New York. All of the merchandise is sold nationally, to leading department, chain and variety stores. These have been using large newspaper ads, aimed at children, and corresponding-size window displays. The indication is for increased popularity of the science-fiction hero, and for increased merchandising of the licensed products. Check some of the larger stores to determine whether they carry any of the products; as smart merchandisers, they will be willing to go along, tie in on ads and windows, and contest-type exploitation as well as giveaways of cheaper items like wallets, ties, belts and hosiery.

Accessory list is the most complete ever put together for a serial. The window streamer for groceries tops the roster; all

Continued on page 23

Short Subjects Not a 'Side Street' of Exhibition

By MAURICE GRAD

Short Subject Sales Manager, Columbia Pictures Corp.

In these days when it is more important than ever before to employ every possible avenue of showmanship to increase boxoffice revenue, the exhibitor must examine what is too often considered a side street of motion picture exhibition — the industry's short subjects and serials.

In addition to the millions of dollars our industry annually pours into the production of interesting, informative, timely shorts and series, the distributors expend considerable effort and expense in laying the groundwork for top-flight showmanship — exploitation, if you will— that awaits only local embellishment by the exhibitor to convert it into added dividends at the boxoffice.

However, there is monumental indifference or tepid enthusiasm displayed by too many exhibitors, those who express themselves in a curt "also selected short subjects" on the marquee and do not take advantage of the selling aids that can result in increased boxoffice.

Patently this is unfair to the producer and distributor who have made the investment and effort necessary to make these subjects and ticket selling aids available. But more importantly it is unfair to the exhibitor himself who is cutting his theatre off from valuable new patrons and additional attendance on the part of present patrons.

One standout example of how serial and short subject product can attract new patrons to the theatre is found elsewhere on these pages in the complete coverage of "Captain Video," our new and top serial for 1951-52. Also described are the great variety of promotional aids on this and other serials, and on *all* of our product for this coming year.

If we in this industry are to realize the full potential of the boxoffice dollar, if we are to re-capture that "lost audience" we hear so much about, then it is imperative that all of us not only examine, but utilize every possible means of filling our theatres. Serials and short subjects can definitely go a long way in doing this, but only if they are properly booked, promoted and advertised.

Today's Public Demands THE

RKO'S *Balanced* ENTERTAINMENT!

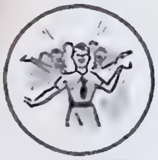
Top-of-their class quality in musicals, star values, comedies, sports, drama!

RKO-PATHE's SPECIALS

Dramatized highlights of today's exciting world—thrills, glory, glamour and emotion! Current: "HERE COMES THE BAND".

RKO-PATHE's SPORTSCOPES

Featuring the *best* names in the sports world! Now available, "CHANNEL SWIMMER" with ace mermaid, Florence Chadwick . . . and "BACKYARD HOCKEY".



RKO-PATHE's SCREENLINERS

Best-diversified of shorts entertainments. Outstanding and available: "AMERICA'S SINGING BOYS".

RKO-PATHE's FOOTBALL HEADLINERS OF 1951

The nation's *best* teams in their *best* games of the year! Currently available.

RKO's COMEDY SPECIALS and LEON ERROLS

The *best* in all-out-fun 2-reelers with GIL LAMB, LEON ERROL, EDGAR KENNEDY* . . . Also musicals with TEX BENEKE*, STAN KENTON*.

* *Re-Releases*

For THE BEST Short Subject Bet For Every

BEST...And Here It Is!

WALT DISNEY'S 13TH SERIES

18 Single-Reel Cartoons • Color by TECHNICOLOR

The *best*-loved, *best*-produced, *best*-publicized —backed by the *best*-known name in the field! With those all-time favorites, MICKEY MOUSE, DONALD DUCK, GOOFY, PLUTO, CHIP n' DALE . . . and highlighted by Specials with *extra* special appeal!

WALT DISNEY'S *TRUE-LIFE ADVENTURES*

Prints by TECHNICOLOR

The *best* and newest idea in short subjects! Every release of Academy Award quality in the "Seal Island"—"Beaver Valley" tradition!

CURRENT

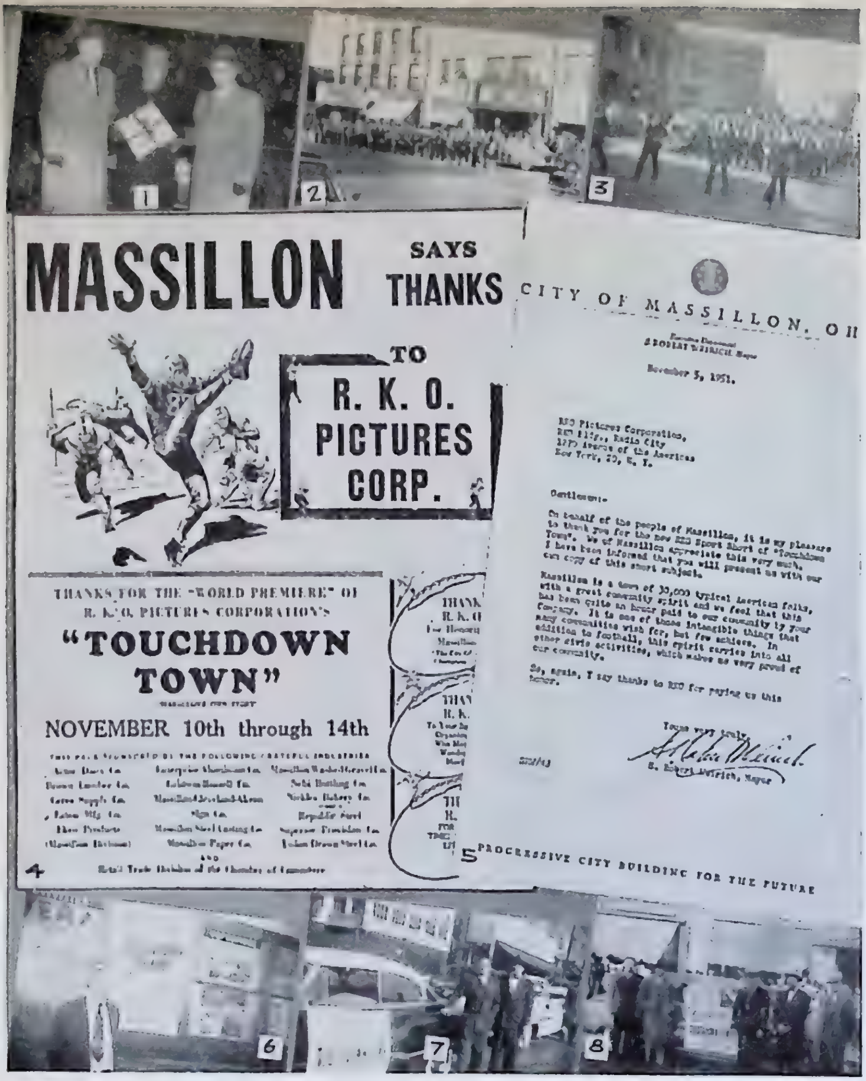
"NATURE'S HALF-ACRE"

COMING SOON

"THE OLYMPIC ELK"

© Walt Disney Productions

Program Contact Your RKO Exchange!



MASSILLON SAYS THANKS TO R. K. O. PICTURES CORP.

THANKS FOR THE "WORLD PREMIERE" OF R. K. O. PICTURES CORPORATION'S

"TOUCHDOWN TOWN"

NOVEMBER 10th through 14th

CITY OF MASSILLON, OH

Executive Department
A. ROBERT WEIRICH, Mayor

November 5, 1951.

RKO Pictures Corporation,
RKO Bldg., Radio City
1270 Avenue of the Americas
New York, 20, N. Y.

Gentlemen:-

On behalf of the people of Massillon, it is my pleasure to thank you for the new RKO Sport Short of "Touchdown Town". We of Massillon appreciate this very much. I have been informed that you will present us with our own copy of this short subject.

Massillon is a town of 30,000 typical American folks, with a great community spirit and we feel that this has been quite an honor paid to our community by your Company. It is one of those intangible things that many communities wish for, but few achieve. In addition to football, this spirit carries into all other civic activities, which makes us very proud of our community.

So, again, I say thanks to RKO for paying us this honor.

Yours very truly,

A. Robert Weirich, Mayor

PROGRESSIVE CITY BUILDING FOR THE FUTURE

LEFT: All the fanfare of a big feature was concentrated in Massillon, Ohio, for the world premiere of "Touchdown Town," featuring Massillon's famed high school football team. Note the parades, the bands in front of the theatres, the full-page co-op ad, the letter from the mayor. Not shown are other activities applicable in any situation with a favorite high school football team, which take in direct mail to coaches, school bulletin boards and publications and posting.

RKO SETS SELLING SIGHTS ON 'GREATEST SHORTS'

Lineup of 77 Subjects Features Promotional Values of Screenliners, Specials and Disneys

A special brochure terms RKO's short subjects lineup for 1951-52 "the greatest 'short' story in RKO-Radio history." The product listed inside backs up the contention in concrete form.

Not included in the brochure are the various exploitation veins stemming from this product lode, which is unusually rich in every classification of the 77 subjects. The latter resolve into 33 two-reelers and 44 singles, as follows: 18 Walt Disney single reel cartoons in Technicolor; 13 RKO-Pathe two reel specials; 13 one-reel RKO-Pathe Sportscopes; 13 RKO-Pathe one-reel Screenliners; 6 Leon Errol two-reel comedies; 6 two-reel RKO-Radio comedy specials; Football Headliners of 1951; Basketball Headliners of 1952; four Edgar Kennedy two-reel comedy re-issues and two two-reel musical re-issues.

Disney's Donald, Mickey, Pluto et.al., get more exhibitor ad space and lobby display than do any other cartoons. For years, they have been recognized as boxoffice fare. They will continue to be, and continue to be plugged. Perhaps more than any other single subject, they illustrate the programming dollar to be minted through shorts.

Considerably less attention has been paid to the technique of tieing in Disney's character merchandise to theatre promotion. Methods are almost as numerous as the various products themselves, and depend upon exhibitor ingenuity. The obvious one of comic book and other novelties giveaways at kiddy matinees and other special shows has been used with good results. But surrounding merchants in any situation are bound to carry one or more character merchandise items, and the co-op ad and window display possibilities are endless, either on an occasional or continuous basis.

At least two of the two-reel specials are worth promotion efforts, "University Band," which shows the greatest college marching band in America, that of the University of Michigan, in all its intricate formations, and "Touchdown Town," which shows the development of the country's greatest high school football teams and their effect upon the citizenry of the small Ohio town of Massillon.

Whole Town Takes Part

In both cases, RKO has set the ball rolling with full-scale premieres at Ann Arbor, Mich., and Massillon, Ohio, with the whole town partaking of the promotion. Full details on both can be secured from RKO's home exploitation office, but the avenues are clear: every town in the country has at least one high school football team, whose coach and players can serve the theatre as a drumbeating and recruiting corps for theatre admissions. "University Band" is of definite interest to every college and high school with a marching band, and the same procedure can be followed: recruit the music teachers, band leaders and band members. For both subjects, use a lobby display well in advance (accessories are available from National Screen) and consider small ads in school and college papers as well as slugs in regular advertising.

Another good exploitation subject is "Guide Dogs," which details the training of both the Seeing-Eye dogs and their masters. Public interest in these dogs is high; charitable organizations like the Red Feather and specific ones devoted to the blind will carry the ball for theatremen.

"Football Headliners of 1951" is another natural for working through schools and colleges, with added publicity returns obtainable from sports editors. Drop cards to local high school and college coaches, invite them to attend free, and ask their cooperation in any exploitation planned, such as posters for bulletin boards and

Continued on page 14

MOVIETONE

FIRST with on-the-spot world-wide news coverage. Fearless... unbiased...dramatic...complete! **NEWS WHEN IT'S NEWS!**

FIRST preference of audiences everywhere!

For News When It's Hot! **BOOK** **MOVIETONE NEWS**

RKO Shorts Schedule

Continued from page 12

mention in school papers. The same procedure can be followed later on in the year for "Basketball Headliners of 1952."

All of the two-reel specials are timely and universal in appeal. Others which may rate exploitation effort in selected situations are: "Madison Square Garden," the inside story on a famous landmark; "Lady Marines," on which Marine recruiting offices will aid, and "Songs of the Campus," which should attract cooperative effort in any college town, via college bookshops, music stores, and by circularizing fraternities and sororities.

RKO is placing added emphasis on its Screenliner series, 13 single-reel variety subjects with swift-moving coverage of some of the world's most interesting people and subjects. "America's Singing Boys," featuring a boys' choir, also is good promotion fodder, especially among local choral groups and churches of all denominations.

Sportscopes to Continue

Continuing are RKO-Pathe Sportscopes, also swiftly paced and bringing high action spots of everybody's favorite sports. Check the complete list from the RKO exchange for those subjects of particular interest in certain locales—fencing, for instance, may rate no activity in one situation, may rate a campaign in another.

The comedy lineup features two established favorites in six Leon Errol "Lord Epping" two-reelers and four Edgar Kennedy two-reel re-issues. Both contain sufficient patron recognition value to be worth at least an ad slug. Supplementing the comedy roster are other modern buffoons like Wally Brown, Jack Kirkwood and Gil Lamb. These, too, are two-reelers, in a series of six.

If spotted on a program which draws teen-agers, the two two-reel musical re-issues featuring Tex Beneke and Stan Kenton will draw extra admissions. Promote some of their record albums on a music store tie-in, give them away on any sort of simple contest, and there's a snare for teenagers which will pay off.

Twin City Premiere For Disney Cartoon

"Lambert, the Sheepish Lion," one of three specials in the 13th series of Walt Disney cartoons for 1951-52, is being given a world premiere pre-release Christmas engagement by RKO Radio at the Orpheum Theatres in Minneapolis and St. Paul. The Silly Symphony Technicolor one-reeler will open at both theatres Monday, December 24th.

"Lambert" has a universally appreciated theme. It tells what happens when a lion, who has been raised as a sheep, finally finds his true nature when the test of his smothered lionhood comes along.

Sterling Holloway and a girl trio do narration and song delivery of the title song, "Lambert, the Lion."

Essentials: 'Judicious Use, Appropriate Exploitation'

By SIDNEY KRAMER

Short Subjects Sales Manager, RKO-Radio Pictures

The pages of this issue of BOXOFFICE detail a wealth of information about the short subjects of this great industry of ours.

I don't know how many exhibitors or their bookers take the time to ascertain the gold mine of entertainment that exists in this product—but where they do, they find a source for programming finesse of the kind that helps right at the good old boxoffice.

Music, drama, comedy, interest, names permeate the line-up. Aside from decorative values, their judicious use for program balance, plus appropriate advertising and exploitation at very nominal expense, must result in more satisfied audiences, must attract elements of the community in certain instances who are partial to certain names or characters or subject matter, and must inevitably and indelibly help in establishing the motion picture theatre in the eyes of the public as the "place to go for the best show."

The key words here are *judicious, appropriate advertising and exploitation*—the gold is there, it needs but to be mined.

World Crises Prompt Theatre Rereleases Of the Top March of Time Subjects

A world political situation not unlike the pre-war years in which March of Time was born finds the best-known of all theatre news subjects back in demand once more.

This is the chief reason for the re-presentation of this series, which has been culled carefully for those subjects most pertinent to today's events and recurring international crises.

The series is still being restricted to two "test" areas, but exhibitor and patron reaction has been good enough to warrant setting up bookings for release nationally. It is being called the History In The Making series, and some of the subjects, taken at random, show its interesting facets in the light of today's world conditions: Navy War Games, Bootleg Coal, Narcotics and Criminals, the Football Business, Revolt in France, Moscow, Labor Versus Labor, England's Tithe War, Otto of Hapsburg, Albania's King Zog, Japan Fisheries.

All of these subjects are from those originally released in 1935-36 (the first March of Time was introduced in February 1935).

By 1937, March of Time's "new kind of pictorial journalism" was one of the few to be awarded an Academy Award, presented for its "significance to motion pictures." Marquees, fronts, ads and lobbies of theatres over the country took advantage of the boxoffice impact of the series, and each issue was being seen by over 30 million movie patrons.

Preceding each issue will be the following message, which constitutes a good selling pitch for future bookings: "For 16 years, the March of Time has been invariably accurate in its appraisal of the news events which were to make history. Now, in the belief that its patrons will enjoy seeing once again these dramatic events, this theatre is presenting an issue of the March of Time which was first presented in (year)."

Ad mats are free; a composite ad mat is available at cost, 25 cents. Four photos at 30 cents each are available for each issue. Orders for these accessories, as well as booking and other inquiries, should be addressed to Theatrical Sales Department, March of Time, 369 Lexington Ave., New York 17, N. Y.

Contests, Plenty of Posters For 'Snow White' Campaign

RKO's promotion planning for kickoff of the "Snow White" reissue in New England offers a primer for similar campaigns in other areas.

All 100 or more theatres included in a February day and date series of openings will be tied into contests to find a "Snow White" and "Prince Charming" from area high school and college students; a traveling troupe of "dwarfs," in costume, and personal appearances by others connected with the picture's making are also on the agenda.

Disney licensee manufacturers are tieing in to playdates; department, variety and other stores are being apprised by RKO, the Disney character merchandising division, and the manufacturers to clear window space and ad allowances on the merchandise.

One-sheet for "Snow White" will be used in window campaigns nationally, tying in merchandise with the film. Four thousand one-sheets have been ordered by the Western Printing Co., licensee for Disney character books, for use in bookstore promotions currently being set. The purchase was prompted by the eye-appeal of Disney posters, which company officials had noted and charted carefully.

Supplying of the one-sheets free to bookstores nationally should lend impetus to exhibitor tie-ins.

EXTRA!
Extra Business When
Your Whole Show Is
PARAMOUNT

PARAMOUNT NEWS IS EXTRA GREAT!

The Eyes and Ears of the World

Extra great reporting of world news, domestic news, fashion news, personalities and news analysis. Recent survey shows 83% of public prefers going to a theatre showing newsreels and no newsreel rivals Paramount News.

PARAMOUNT SHORTS ARE EXTRA SPECIAL!

Like the trimmings on a Christmas tree — like the frosting on a birthday cake, these fine program-builders give glitter to every show on the showman's calendar:

8 POPEYE CARTOONS (Technicolor)

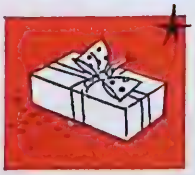
Produced by Famous Studios

There is no cartoon star today who can match the popularity of Popeye

4 POPEYE CHAMPIONS (Technicolor)

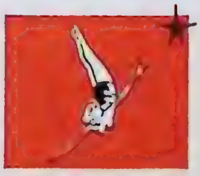
Produced by Famous Studios

Specially selected all-time greats in Popeye's fabulous boxoffice career



6 PARAMOUNT TOPPERS

Several of these suprise packages feature Charlie ("Littlest Expert on Football") Hankinson



6 PARAMOUNT PACEMAKERS

Produced by Justin Herman

The nation's leading celebrities doing a variety of interesting things

12 GRANTLAND RICE SPORTLIGHTS

Produced by Jack Eaton

Greatest shorts in the field of sports —and winner of many "Oscars"

6 CASPER CARTOONS (Technicolor)

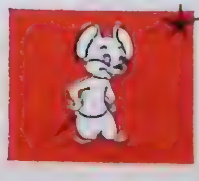
Produced by Famous Studios

Casper has caught on terrifically! Today he's an established favorite.

6 KARTUNES (Technicolor)

Produced by Famous Studios

Gay, delightful musical one-reelers that captivate your whole audience



10 NOVELTOON CARTOONS (Technicolor)

Produced by Famous Studios

Celebrated merrymakers like Little Audrey, Herman the Mouse, Hughie the Duck

Olive Oyl and Popeye cartoon characters copyright 1919 and 1929, respectively, by King Features Syndicate, Inc. Other cartoon characters copyright 1944 by Paramount Pictures Corporation.

Spurt in Shorts Shipments Ups Paramount Production

65 Subjects on the 1952 Schedule

PARAMOUNT'S
Shorts
PARADE
FOR 1951-52

The past year's spurt in shorts shipment and consequent dollar delivery has sparked a corresponding spurt in Paramount's shorts subjects program for 1951-52. The completed, overall program contains 65 subjects, each the result of careful planning and exhibitor "screening" of audience tastes and reactions.

Included in the array is Casper, the "Friendly Ghost," who during the past year received enough audience and exhibitor plaudits to rate his own series of six cartoons in Technicolor. Accompanying Casper is another fast-climbing character, Herman the Mouse, who plays an important role in the series of 10 Noveltoon Technicolor cartoons which also feature Little Audrey and Hughie the oversized duck.

Afford Merchandising Tie-Ups

Attesting to the increasing popularity of Paramount's cartoon characters is a licensing operation now in full swing, handled by Famous Studios, which produces all of the company's cartoons. Three licensees have already been claimed, and others are being processed. They will afford exhibitors further manufacturer and merchant tie-in opportunities, for use as an added factor in overall promotion of these cartoon subjects.

Popeye will be back, of course, in eight new Technicolor one-reelers and four Champion reissues. Besides his unflagging popularity, the spinach-sailor man is topnotch for continuing tie-ins with local newspapers who run his daily and Sunday comic strips. All it involves is either screen or lobby credits in return for the newspaper's cooperation via publicity or promotion ads. Even simpler is sniping the available one-sheet with a newspaper credit line, such as "Read 'Popeye' every day and Sundays in the Times." Most newspapers will chip in on this kind of mutual promotion.

Six Musicals Reissued

Topnotch star value is contained in the reissues of six Technicolor two-reel Musical Parade Featurettes, being brought back for early 1952 release because of a steady demand, especially from drive-ins. Worth noting via ad-slugs and posting are stars like Olga San Juan, Jimmy Dorsey and his band, Peggy Lee and Isabelita.

More of Charlie Hankinson, the amazing 10-year-old "Littlest Expert" on sports, is available in a new subject, "Littlest Expert on Football," high in both novelty and sports appeal. The moppet's all-time All-American selections are backed up by shots of the greatest plays in the history of football.

Coming back, too, are the perennially at-the-top Grantland Rice Sportlights, winners of several Academy Awards. Programming excellence of these one-reelers is attested to by their high booking average year after year. Most theatres use an ad line or two, featuring the Grantland Rice name, best known nationally of all the sports columnists. Since Rice is syndicated, there is tie-in opportunity with newspapers carrying the daily and Sunday column, or at least a sports page acceptability of occasional publicity releases on some of the subjects.

Balance of the program is rounded out by six of the "Bouncing Ball" Kartunes, six Toppers — prize moments captured by movie cameras over the years, and six Pacemakers, which bring leading personalities in fields of interest to the average theatregoer.

A letter to short subjects sales manager Oscar Morgan from Earle M. Holden of the Kincey circuit's Centre Theatre in Hickory, N. C., prompted by a BOXOFFICE editorial, shows how one showman has been using the Paramount Newsreel at profit to the theatre:

"A long time ago I got up the idea of sending a post card to people in this community who might be especially interested in the newsreel. I check the synopsis sheet the minute it arrives, immediately prepare and mail out the cards. If the newsreel contains an aviation subject, off goes a card to the airport. There they post it on the bulletin board—and I get some extra business. This also applies to sports, fashions, international subjects — well, just about everything you can think of.

"Every short subject . . . affords some opportunity to attract additional customers to the boxoffice. I know, because *I have proven it where it counts the most—at the boxoffice.*"

By OSCAR A. MORGAN

Sales Manager of PARAMOUNT
Short Subjects
and PARAMOUNT *News*

What is the future of short subjects and newsreels? Without fear of contradiction, I know that it parallels the future of feature pictures.

Features, short subjects and newsreels are locked together as closely as our body and arms. It's an entertainment pattern that is inherited—a pattern that has brought us to the top in entertainment in fifty short years.

Entertainment is our business and none of us must ever forget that. When that pattern is disturbed, and less entertainment is supplied, the public senses it quickly. There is nothing more deadly than a program with only a feature or two features and no supplementary subject.

Short subjects supply the variety and change in pace necessary to good programming. Newsreels serve to keep our people the best-informed public in the world through entertaining and exciting motion picture newsreel sequences.

At Paramount we always stick to cold facts. These facts, as far as shorts and news are concerned, are convincing to us. In 1950 and 1951 more shipments were made on short subjects than in the preceding year. In the last few months, we have welcomed over 700 new Paramount News accounts. These facts are exciting because it is obvious that exhibitors agree that the entertainment pattern of features, shorts and newsreels is important. Back of this pattern, however, there must be good thinking in production.

Over the last 10 to 12 years, Paramount has gradually and carefully planned its short subject program, with the help of many "listening post" exhibitors. Yes, our production costs have mounted to the same degree as features, but the result is better boxoffice product. I don't think enough of us appreciate the tremendous progress in quality that has been made in the short subject field. More "exploitation" subjects are being produced; cartoons are infinitely better today than even five years ago; newsreels are dynamic and entertaining. Better editing and better stories combined with finer equipment and better trained camera reports are resulting in an amazing newsreel job.

Consider for example what the Zoomar lens has done for Paramount News.

Here is a lens that cost $15,000 and was worth it; a lens that can follow a ball hit to the outfield and always remaining in focus, practically bring the outfielder catching the ball right into your lap.

The value of newsreels? I am reminded that both President Roosevelt and President Truman said, in effect, this about them: That newsreels during the world war particularly did more to make our people conscious of what we had to do than any other medium. Many times every year newsreels perform a public service that could be accomplished in no other manner.

I am frequently thrilled by exhibitors writing me what a short or newsreel has contributed to their boxoffice. The latest experience of this kind was a phone call from Ronnie Colman of the Kearse Theatre, Charleston, W. Va., He had a premiere on our short subject "Sadie Hawkins Day"—a Pacemaker subject. This one-reel picture, according to Ronnie, served to break every box office record for several years.

Yes—there is a future for shorts and news, and a very bright one. And we believe Paramount will play an important part in that future.

Thanks for your letters urging us to re-present . . .

THE MARCH OF TIME

369 Lexington Ave.,
New York 17, N. Y.

Paul Terry's
TERRYTOONS
Color by TECHNICOLOR
20 CENTURY-FOX
© TERRYTOONS, INC.

Fox Explores New Directions in Shorts By Way of Art and Religious Subjects

Schedule Also Includes Such Standbys as Terrytoons, Sports Reels and Expanded Movietone Coverage

Shorts emphasis at 20th Century-Fox for 1951-52 continues in the direction of fewer subjects, concentration on timely, "headline" features of two or even three reels, more product on the spiritual theme, and an innovation for theatre programming in the form of one-reelers on the works of the world's famed artists. Definite lineup includes 38 subjects; there will probably be a few more by the end of the year.

Certain popular standbys are being retained, of course. They include Terrytoons, which have climbed into the top ranks of cartoon releases; Movietone Sportsreels and the regular 104 issues of Movietone News.

New Ideas Via the Ballet . . .

Maneuvering to get dolly shot of a ballet scene which gives production value to Art Films' Degas subject.

Terrytoon's chief product is still via Mighty Mouse, the rodent muscle hero of the feats of derring-do. During the past year, under the aegis of the Hal Horne organization, a licensing program has been pushed, and some substantial manufacturing licensees acquired. Products will be merchandised nationally, and will be available for theatre tie-ins (the Terrytoon licensing story will be released in a future issue of PROMOTION). Procurable now for giveaways and contests are the Terrytoon comic books, which have been published and selling well for a number of years. Prominent too, in the comic book characters are Heckle and Jeckle and numerous others from the studio of Paul Terry, dean of film cartoon producers.

Importance of the Terrytoon product, all in Technicolor, to Fox's shorts program is shown by the number of releases: 24, including four reissues, which is about 63 per cent of the total.

Six more Sportsreels will be released during the season. As usual, they will be filmed in all parts of the country and abroad, narrated by top sportscasters, and cover a diversified field of spectator athletics and participant diversions.

Examples of what is coming are found in the current releases: "Arrow Artistry," "Let's Go Marlin Fishing," "Mister Basketball," "Football's Winning Ways," "Accent on Balance," covering water ballet, and "Surf Riding."

Twentieth's religious films are a result of the company's determination to give the same careful production values to its shorts as to its features, giving them the substance and quality which becomes an adjunct to programming, especially in single-feature houses.

Series started in 1951 with "The Guest," from the writings of Leo Tolstoy, which was well received and was the beneficiary of some good promotion campaigns. Promotion roads are obvious: enlistment of churches and religious groups which will extend aid because of the uplifting nature of the subjects. There will be at least one of these, perhaps two or three, but no rigorous schedule is being adhered to; emphasis is on quality rather than on meeting a schedule, and the stories, on the theme of tolerance, will get careful scrutiny before being passed for production.

High hopes are harbored for release of the one-reelers dealing with the works of world-renowned artists, now being produced under the banner of Art Film Productions. The series is being photographed abroad in Technicolor, and will highlight the original paintings of the artists in their museum homes.

LEO TOLSTOY'S GREAT AND INSPIRING STORY NOW COMES TO THE SCREEN!
The Guest

Last season's featurette success, "The Guest," on spiritual and tolerance theme, has jelled plans for similar subjects this year. This 22x28 photo card proved an effective accessory.

The subjects are concerned with the masterpieces of Botticelli, Rembrandt, Vermeer, Degas, Renoir and Raphael. Stories themselves are modern in approach, adapted for today's movie-goer and yet bringing to life the greatest works of these immortal artists.

First film, entitled "I Remember the Glory," featuring the works of Botticelli, is now ready for release and scheduled to reach theatres shortly after the first of the year. Series is handled by prominent professionals and amateurs in the art world. Marilyn Silverstone, of Art News magazine did the research, and Dr. Alfred Frankfurter, noted art authority, acted as advisor. Enough material was shot in Italy, France and Holland for at least six films, which is the number on the release chart

. . . And the Art Galleries

The Art Films unit makes detailed preparations to photograph one of the Renoir masterpieces in Paris' famed Louvre.

Promotion angles are obvious here, too: via local art museums, art schools, and mailings to art patrons.

Renascence of newsreel importance to theatres, notable during the past year, has resulted in increased selling of Movietonews, under the direction of Ed Reek. The same commentator lineup, including Lowell Thomas, and the same quality of world-wide coverage, are guaranteed again for 1951-52.

A two-page spread, half of which reproduces in color the feature art work in 20th Century-Fox's series of art films, is highlighted in the December issue of Mademoiselle magazine. Story hails the company for pioneering the field, and concentrates on the first subject, Botticelli.

Here's a SHORT STORY with a happy *BEGINNING!*

LOUIS DeROCHEMONT

one of the great names in filmdom joins with

UNIVERSAL-INTERNATIONAL

to bring you

"THE EARTH and ITS PEOPLES"

a timely, important, informative and wonderfully entertaining new series of **13 two-reel masterpieces** bringing to your screen from all the corners of the earth the peoples and places involved in the drama of today's headlines.

WELCOME! to the new series

from these time-tested audience applauded program builders which will still be going strong in '52

- **2** TWO-REEL SPECIALS. The series that gave you "Fun at the Zoo" now brings you "Danger Under the Sea" and one other thriller.
- **13** NAME BAND MUSICALS. Kicking off this season with the bands of Tommy Dorsey and Woody Herman.
- **6** CARTUNES. Featuring WOODY WOODPECKER who's making millions of friends through his new newspaper comic strip.
- **8** VARIETY VIEWS. Anything entertaining is liable to pop up here.
- **8** CARTOON MELODIES. The favorite songs of today and yesterday, with special animation to get your patrons in the happy mood.
- **13** TECHNICOLOR CARTUNES. Bringing back the ones your audiences loved best.

and Bi-weekly issues of UNIVERSAL NEWSREEL... with an enlarged staff to cover all the world's news.

63 Subjects on Universal-International List of Shorts, Plus Newsreel

By IRVING M. SOCHIN

Assistant to Charles J. Feldman, Domestic Sales Manager, Universal-International Pictures

Universal Pictures Company's 1951-52 short subjects program of 28 two-reelers, 35 one-reelers and 104 issues of Universal Newsreel, will be highlighted by the release of The Earth and Its Peoples, a series of two-reelers produced by Louis de Rochemont, originator of the March of Time short subjects.

Today, with people more interested than ever before in what is taking place throughout the world and in the nature of the peoples of the earth with whom they are seeking the common cause of peace, Universal believes it has an extremely important series of motion pictures for the exhibitors of the nation in its current release of the de Rochemont subjects.

Plan Extensive Promotion

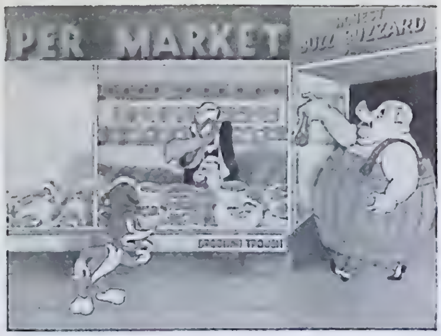
The initial 13 subjects being released during the 1951-52 season in The Earth and Its Peoples series, deal with such far off places as Malaya, Japan, the Si River Valley of China, Java, South Africa, French Morocco, the Netherlands, northern rural France, the Amazon river section of Brazil, northwestern Alaska as well as the southwestern part of the U. S., each section playing an important part in the dynamic world of today.

Universal is backing the release of these subjects with an extensive promotion campaign aimed at making each subject in The Earth and Its Peoples series an important attraction at every exhibitor's boxoffice.

Also prominent in the Universal program for 1951-52 are the company's two-reel Name Band Musicals. Some of the biggest names in the entertainment field and the most important band attractions have been signed for this series. Already in release is "Tommy Dorsey and His Orchestra," truly one of the top musical aggregations in the country. This is being followed by "Woody Herman's Varieties," "Dick Stabile and His Orchestra," "Nat King Cole" and "Joe Adams and His Orchestra," with other such outstanding names to follow.

Syndicate Woody Woodpecker

Now that Woody Woodpecker has become a nationally syndicated comic strip, exhibitors will find an ever-expanding market for Walter Lantz's Woody Woodpecker Technicolor Cartunes. Universal's 1951-52 program consists of six new Woody Woodpecker subjects as well as 13 Technicolor Cartune reissues of Walter Lantz subjects.



Woody Woodpecker will be back in six Technicolor cartoons. Nationally, Woody is being promoted through a newspaper comic strip and merchandise tie-ins.

●

Below is Tommy Dorsey and his orchestra, in a sequence from the "Name Band Musicals," a popular U-I shorts feature.

Of the two two-reel specials being released by Universal for 1951-52, already in release is "Danger Under the Sea," an exciting undersea picture shot in the Mediterranean and featuring the Free French Divers who figure prominently in a recent issue of Life magazine.

The remainder of the 1951-52 short subjects program will consist of the ever-popular Variety Views and Cartoon Melodies series. The former series provides exhibitors with a wide diversification of one-reelers while the latter has a splendid format for audience participation in the famous songs of today and yesteryear, against a background of Max Fleischer's entertaining cartoons.

And with public interest in world affairs continuing at a high pitch, Universal has increased the semi-weekly coverage of the Universal Newsreel, feeling it is incumbent upon all newsreels to cover important world events.

Universal is bowing to the public's demand for timeliness and diversity in its 1951-52 short subjects program. It is truly one of the most ambitious programs attempted by the company in many years.

'Earth and Its Peoples' Series Exploitable Via Many Public Channels

The basic premise of The Earth and Its Peoples has resulted in a new departure in travel films. The simplest kind of commentary possible is used, and wherever possible, English-speaking natives of the regions photographed do the narrations. Instead of orchestral backgrounds, real sounds were used—bird calls, waves, winds, instruments and languages of various parts of the universe.

The series is highly exploitable. The name of Louis DeRochement bears value, to begin with, if mentioned as the original producer of March of Time and features like "House on 92nd Street" and "Boomerang." From National Screen there is available a publicity mat on each subject, for planting in local newspapers and local school and college publications. Also available are admats, designed for slugging into regular feature ads as "special" or "added attraction."

List Promotion Angles

Geographic and socio-political aspects of the series are the best angles for promotion. Concentration should be on schools and colleges. Screen three or four of the series for a selected list of educators, including board members, principals, teachers and of course audio-visual and geography department heads and librarians, both school and public. Obtain the pressbook from the U-I exchange, tear off the cover and use as a permanent display piece for school, college and library bulletin boards. When scheduling one of the series, a few phone calls will do the telling job; in most cases the proper sniping will be done by the institutions themselves.

Commercial tie-in possibilities are strong in another series, the Woody Woodpecker cartoons from Walter Lantz, of which U-I will release six. Licensed articles include dolls, watches, figurines and toys of various sorts, and are sold nationally.

Band Musicals Ideas

Promotion facet on the series of Name Band Musicals two-reelers is obvious—reach the teen-age crowd via high schools and display tie-ins with music and record shops. If the entire series is booked, the theatreman can tie in with a music school offering free lessons to the trombonist who sounds most like Dorsey, the clarinetist who plays most like Herman, etc.

"Danger Under the Sea" offers good lobby display material, with stills of the Free French Divers, a reproduction of the layout in Life magazine, and some top mention from New York newspapers and columnists. Check the U-I exchange or home office publicity department for copies of these endorsements.

FIVE THOUSAND EXHIBITORS SAY THEY'RE THE GREATEST AUDIENCE PLEASERS ON THE MARKET TODAY!

(Yes, 5000 Houses Are Showing 'Em Regularly!)

The Most Famous Kid Comedies
Of All Time Are Making The
Whole World Laugh Again!

MONOGRAM'S

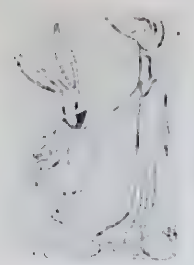
LITTLE RASCALS

with
FARINA • DICKIE MOORE
JACKIE COOPER • MARY KORNMAN
SPANKY McFARLAND • JOE COBB
JACK CONDON • SUNSHINE SAMMY • MICKEY DANIELS

BOOK 'EM FOR MONOGRAM WEEK!

BOOKED SOLID by WARNERS • LOEW'S • RKO • FOX WEST COAST
SHEA • INTERSTATE • SKOURAS • BRANDT • SCHINE • ROBB & ROWLEY
COMERFORD • BALABAN & KATZ • BUTTERFIELD • GRIFFITH • TRI-STATES
NETCO • MINNESOTA AMUSEMENT CO. • MALCO • RICHARDS-NACE
CRESCENT • RANDFORCE • LONG • READE • JEFFERSON • FABIAN
WILBY-KINCY • PUBLIX GREAT STATES • E. M. LOEW • COCALIS
–Terrific on Broadway, too, at the Roxy, Loew's State, Astor, Victoria and Holiday!

10 Patriotic Subjects In Color on Warner Schedule for 1952



BUGS BUNNY
A WB Trademark

Warner Bros. short subjects calendar for 1951-52 shows the same consistency in quality, quantity and variety that has made it a leader in the field for the past few years. The company again has provided product with promotional aspects and values, and is setting the pace in tieing in on a national level with specific groups whose interest can be felt at the local level.

As usual, the patriotic motif threads strongly through all of this product, a theme which has paid off both for Warners' and exhibitors via features as well as shorts. Listed among the 80 subjects is "Land of Everyday Miracles," one of eight two-reel Technicolor specials, which follows the patriotic pattern laid down by such similar subjects as "America the Beautiful," "Our Own United States," and the past season's memorable "My Country 'Tis of Thee." This one depicts the daily miracles that are the lot of this country's citizens, simply because they are lucky enough to be Americans.

List Exploitation Possibilities

This subject should be simple selling; love of country is paramount in everyone's emotions today. If possible, screen it for local editors and publishers and selected civic leaders. Get a print in advance, show it to these people as part of the regular program and let them get audience reaction. It will give them something to talk and write about. Important: the title doesn't pin down the subject matter; explain it in your ads and refer to past ones as you sell.

Balance of these two two-reel specials include another patriotic subject, "Lincoln in the White House," brought back by exhibitor demand, and "Skis Over Europe," another in the series of Technicolor skiing specials at which Warners has excelled. "Killers of the Swamp," a jungle special; "Ride Cowboy Ride," a reprint starring Dennis Morgan which can be sold on star value; "Land of the Trembling Earth," a trip through the famous Okefenokee Swamp in Georgia; "Miracle of the West," a pictorial description of California, and "Leopard Men," incredible scenes from Africa's ivory coast.

For its Technicolor Sport Specials, Warners' has roamed the world in search of unusual subject matter, and has come up with it. Included in the lineup: archery, big and little fishing, Swiss summer sports, Spanish academy horses, Canadian rodeo, and a laugh-getter on "screwy" sports. There are simple but effective promotion avenues on most of these; a card to the fish and game editor of the local newspaper will get publicity returns on the fishing subjects; and every situation has its quota of ardent fishermen who will go for anything pictorial on the sport. Either a brief release or a phone call to sports editors will get brief notions on other subjects.

Power in Bugs Bunny

Top tie-in and promotion possibilities are represented in the lineup of 30 cartoons, featuring Looney Tunes and Merrie Melodies in color. The selling power of Bugs Bunny, voted as number one cartoon star for the seventh straight time in the BOXOFFICE exhibitor poll, should be utilized in all ads. The raucous rabbit has been steadily climbing, too, in the manufacturing licensee ranks; available for store tie-ins are all sorts of kiddie books, clothing, watches, toys and novelties (see Pre-Selling Guide for contact). Porky Pig is the other cartoon character worth ad space, although Daffy Duck, Tweety and Pepe LePew are climbing rapidly.

High on the acceptability list of one-reelers is the Joe McDoakes series, featuring that "even as you and I" average guy who continually winds up behind the 8-ball. There will be six more of these on the 1951-52 lineup, featuring Joe as a lifeguard, farmer, plumber, skiier, football star, and dentist's patient.

"The Knife Thrower" tops the list of six two-reel black and white featurettes. It is considered in the same league as past Academy Award contenders from Warners, is based on a story by DeMaupassant, with a Broadway cast and an unusual musical score with an accordionist only. "I Won't Play," past Academy winner featuring Dane Clark and Janis Paige, is being reissued, and rates ad mention on the strength of the two star names as well as the Award; "Stop, Look and Laff" stars the great comedians of yesterday, with Sennett-Arbuckle-Pollard-Semon pies-in-the-face, riproaring action. Get stills of these old-timers, display them on a lobby piece and run a guessing contest. Screen it for amusement editors, especially for those who like to reminisce about the old-timers.

Hearst Paper Help

Quality of Warners' shorts program is attested to by letters from showmen and newspapers around the country. The Hearst papers will help on patriotic features, as will local chapters of the Federation of Women's Clubs. In the files are laudatory comments, not only on the subjects, but on their promotion, from showmen like B. D. Cockrill of Denver's Denham, Russell McGhee of the Grand Central newsreel theatre in New York, and the Intermountain and Interstate circuits.

The coming season's crop of 80 subjects also includes 13 Blue Ribbon cartoon reprints, seven black and white Vitaphone novelties and of course the twice-a-week issues of Warner Pathe News.

Good Short Subjects Getting Increased Play-offs

By NORMAN H. MORAY
Warner Bros. Short Subjects General Sales Manager

Never before in my twenty years in "Shorts" have exhibitors been so completely "conscious" of the value of short subjects. When business was terrific and anything broke records, shorts were "the tail of the dog." They were rarely advertised and, even worse, they were often eliminated from many shows because of running time or crowded lobbies. Shorts were just a necessary evil.

This was a grave mistake and the worst possible theatre operation. Sooner or later such practices catch up; when the going got tough the customers really stayed away. This discouraged many short subjects producers and distributors; shorts quality suffered generally.

Warner's to the contrary redoubled its efforts to make even better and more exploitable shorts than ever, knowing that the day of reckoning would come. Brother, it did.

Our play-off the past few years has proven beyond doubt that "good" shorts are always in demand. In particular have our fine two-reel Patriotic Technicolor specials been well received, often given equal billing with the feature. During the past season, we released the story of Israel, "The Wanderers Return"; our greatest of all patriotic specials, "My Country 'Tis of Thee"; the Canaian special, "The Next Door Neighbor" and last but not least, one of the finest "audience" shorts in history, "The Enchanted Islands." All were wonderfully received and justified the special care and extra cost.

The Interstate Circuit of Texas said about "Enchanted Islands": "Definitely memorable in short-subject history." Dave Cockrill, first run exhibitor from Denver and Indianapolis said, "It added immeasureably to the program and helped justify the advanced admission price (for "David and Bathsheba"). It has been many a long day since I heard such wonderful comments on a short subject."

The Showman sells every inch of his show. That's all he has to sell . . . his show on his screen. He sells the news reel, he sells the cartoon, he sells the special two-reel Technicolor short — and performance proves they more than pay their way not only at the boxoffice but in building better and more entertaining programs and thus bringing patrons back regularly.

Many exhibitors still advertise "Selected Shorts and Color Cartoon." They haven't changed the marquee or lobby cards in years. It is too much work to advertise each subject, but *real* showmen merchandise everything and make it pay off. We can only produce them (and good, too). You showmen have to sell them. You can, too.

Monogram's Little Rascals Releases Hitting Up to 6,000 Engagements

The Old Gang, Now Entertaining Again as "The Little Rascals"

One of the surprising success stories in the shorts subjects field has been written in the past year or so by Monogram. It is the story of what has been done in merchandising the reissues of the one-time Our Gang comedies under the new series title of "The Little Rascals."

This series was acquired early in 1950, and the results have been, as Steve Broidy, Monogram's president says, "only a shade less than colossal."

In this series, the company has a product which knows no competition. One- and two-reel comedies, these short subjects feature kids, deal in slapstick and are packed with human touches—elements the public finds as refreshing film entertainment.

The comedies, distribution rights to which Monogram acquired from Auerbach Film Enterprises, Ltd., feature such one-time juvenile stars as Farina, Dickie Moore, Jackie Cooper, Mary Kornman, Joe Cobb, Jack Condon, Spanky MacFarland, Sunshine Sammy and Mickey Daniels.

The first group in the series has been playing heavily about the country for 86 weeks, and now announcement is made that the comedies have been booked solid by five top Broadway houses and 29 big theatre circuits.

Those Broadway houses in which "The Little Rascals" have been shown are the Roxy, Loew's State, Astor, Victoria and the Holiday.

The circuits which recently have joined the ever-growing parade of exhibitors who know the value of the comedies to their overall screen programs include Warners', Loew's, RKO, Fox-West Coast, Shea, Interstate, Skouras, Brandt, Schine, Robb & Rowley, Comerford, Balaban & Katz, Butterfield, Griffith, Tri-States, Netco, Minnesota Amusement Co., Malco, Richards-Nace, Crescent, Randforce, Long, Reade, Jefferson, Fabian, Wilby-Kincey, Publix Great States, E. M. Loew and Cocalis.

There were 32 films—22 two-reelers and ten one-reelers—in the first group of these comedies which Monogram began releasing in March 1950; and even though many of this group are doing a repeat business, the first ten (six two-reelers and four singles) of the second group of 32 are now in release. Dates for the release of the other 22 comedies in the second group have not been announced.

The popularity of the series is, perhaps, best measured by the business done by "Dogs Is Dogs." This two-reeler and the first released by Monogram to date has played more than 6,000 engagements. The second and third of the original group—"Forgotten Babies" and "Mama's Little Pirate"—each has played more than 5,000 dates. Each is a two-reeler.

Interest in the series is fast gaining momentum, Broidy says. Proof is found in the record already established by "Bored of Education," a single-reeler and the first of the second group to be released. It has only been out 26 weeks, yet it has obtained 5,000 bookings, while two others in the same bracket—"Pay As You Exit" and "Two Too Young"—each has received 4,000 bookings.

CAPTAIN VIDEO . . . (cont. from Page 9)

the rest are obtainable from National Screen, and include: two card handouts, both in mat form, one on science-fiction "talk" and the other a teaser which can be used as a contest; a Club card in mat form; a valance, 3'x9' silkolene flash piece, complete at $9.75, or 75 cents per chapter; the regular, action trailer; three all-purpose art stills; four 11x14's available for each episode; 6"x18" circus herald; three complete sets of 8"x10" stills; a six-sheet, three-sheet and one-sheet.

National media publicity has been rolling, too, for the first time in years on any serial. It began with a two-page feature story in Parade, the newspaper Sunday supplement which publishes over five million copies in 33 separate cities. Corresponding publicity breaks can be obtained in local papers by utilizing the same angle: "Serials are back!"

Merry Christmas, Mr. Exhibitor

You Know Me For Laughs

© W. L. P.

WOODY WOODPECKER

Walter Lantz Productions, Inc.

Released Through

UNIVERSAL-INTERNATIONAL

SHOWMANSHIP FOR SHORTS A NO. 1 REQUIREMENT

A Veteran Producer Points Out How Exhibitors Can Make Cartoons Pay Off Via Good Promotion

By **FRED QUIMBY**
Head of Shorts Production, MGM

Bob O'Donnell, white-haired orator and genial general manager of the Interstate Circuit in Texas, once said, "If they're worth making, they're worth buying; if they're worth buying, they're worth selling."

R. J. O'DONNELL
Sells the Shorts

Now O'Donnell is not given to coining pretty phrases simply for literary effect. His circuit is one of the most successful in the country. And it is mainly because Bob's corps of managers has been instilled with his great sense of showmanship and they're always in there "selling."

Actually, we're all in the business of selling . . . selling Entertainment . . . so let's first consider that phase of our discourse.

'Belly Laugh' Still Desired

Entertainment means many things to many people. Yet, in the final analysis, isn't it true that Mr. and Mrs. America, their kiddies and all others throughout the world seeking Entertainment, will generally settle for the good old reliable element, commonly known in our industry as "The Belly Laugh"? That's Entertainment. By way of testifying to its popularity, we may give thought to the annual earnings of the Durantes, the Skeltons, the Hopes, the Bennys and other stalwarts in the comedy ranks, whose lustre is in no way dimmed by the passing years.

There are other star names of note that continue to stand the test of time, stars that even eclipse many of their human contemporaries in the comedy heavens. These stars emerge from an ink well . . . the incubator of Cartoons. To name a few of these cartoon babies, we respectifully offer for your deliberation Donald Duck, Tom & Jerry, Popeye, Bugs Bunny and Woody Woodpecker, a galaxy of funny fellows known and loved by millions everywhere. Entertainment? Unquestionably and unequivocally. They say it strictly with laughs.

Cartoons have endured since the inception of the film industry and provide theatres with a steady source of humor which is a vital part of any program. In current release are approximately 1,000 one-reel cartoons which add up to about 100 feature-length subjects in running time. Obviously, this is of great importance to theatre managers who realize that, of the 400 features produced annually, only a small percentage may be included in the comedy classification, and a program needs comedy!

The popularity of cartoons, however, is seldom questioned by showmen. They know that only too rarely will you find a medium of entertainment with such general appeal. Those guffaws, that pandemonium and the merriment generated from an audience watching a funny cartoon are not confined to the juvenile trade. Adults most certainly are cartoon fans. As for the youngsters, there aren't enough cartoons made to satisfy their insatiable appetite. Special morning matinees continue to be a regular weekend attraction in many theatres. These showings, incidentally, also enjoy the endorsement of innumerable parent and teacher groups.

Up to this point, I doubt that there is any exhibitor who will take exception to what has been said in support of cartoons. Here is a product that has a ready market; yet, ironically, only a few showmen are taking advantage of this very salable merchandise.

Solidly Behind Shorts

In the vanguard of this gentry is the O'Donnell brigade. They've been solidly sold on the value of cartoons and give to them the promotional aids they deserve. They are not content to use the ambiguous "cartoon" in their ads. They "sell" Bugs Bunny, Popeye or Tom & Jerry. In addition to their ads, they feature cartoon stars' names on their marquees and in their lobby displays. The Interstate Shorts magazine, which reviews all cartoons and shorts, is another adjunct in the O'Donnell campaign.

For years, cartoon studios have ventured forth on all promotional avenues to exploit their pen-and-ink personalities. As a result, most cartoon stars are featured in comic magazines, paint books, comic strips and paper doll books. Their likenesses appear on everything from mittens to mattresses; from balloons to bookends; from suspenders to ceramics; from puzzles to pictures; from highchairs to handkerchiefs.

Continued on next page

Majority of Metro's New Shorts Product To Use Technicolor

MGM will release 42 short subjects in 1952, of which approximately 60 per cent will be in Technicolor.

There will be 166 MGM Technicolor cartoons which will include the Academy-award winning Tom & Jerry series. The first six subjects in this series have already been set. There will also be six Gold Medal Reprint cartoons in Technicolor of which the first two are already in release.

MGM will release 10 Pete Smith Specialties. Half of the subjects in this series have already been set; they include "Football Thrills, No. 14," "That's What You Think," "In Case You're Curious," and "Reducing." In addition to these, many of the forthcoming Pete Smith Specialties will be launched with national promotion campaigns. One of these is "Mealtime Magic," which MGM will jointly promote with the National Pressure Cooker Co. and American Gas Co.; and "Pedestrian Safety," produced with the cooperation of the traffic division of the Los Angeles police department.

8 FitzPatrick Subjects

In the FitzPatrick Traveltalks series, which are all in Technicolor, there will be eight subjects. The first two titles in this series will be "Glimpses of Argentina" and "Picturesque New Zealand." FitzPatrick is scheduled to leave in January on another tour which will take him to many countries to photograph footage for next year's series of Traveltalks.

MGM's new Cartoon Novelties division, which handles the licensing of products utilizing Tom & Jerry and other MGM cartoon characters is now completing its first year of operation. Among the new products soon to be marketed under licensing agreements are Tom & Jerry belts, suspenders, viewing slides, puppets, bicycle horns, gloves, mittens, slipper socks, scarfs, balloons, lamps, games and other items.

Two new Tom & Jerry records have just appeared, geared for the Christmas trade. They are "Tom & Jerry Meet Santa Claus" and "Tom & Jerry and the Fire Engine." Established for a period of years is the Tom & Jerry comic book of which more than a million are sold every month. This, together with the Tom & Jerry comic strip, syndicated nationally by the Associated Press, and the Tom & Jerry picture books, paint books, story books, offer good merchant tie-ins on these popular MGM characters.

Columbia's Screen Snapshots reel, "Jimmy McHugh's Song Party," has been receiving promotion via 1,500 disk jockeys, music stores and Capitol Records. A page in Capitol's house organ was given to the tie-in, with half a million reproductions distributed throughout the United States and Canada.

'Upped Cartoon Rental By Single Admission A Producer's Need'

By WALTER LANTZ

Motion pictures today, according to the slogan, are better than ever. Certainly, that is what we are all aiming for. We in the animated cartoon field and the producers of live-action films share a single purpose: that of giving the public something better than they have ever had when they go to the movies. Sometimes we fall short of the mark we have set; sometimes we top ourselves. One way or the other we keep on trying.

In animated cartoons we have only one thing to sell: entertainment. Live-action films can go as far off the beaten track as they like. They can deal with a wide variety of subjects, they can point up a moral, they can preach, they can propagandize. What we have to sell must be run through the laugh-meter and if it is not funny, if it does not amuse or delight our audience, it just has not come off.

Today more than ever, I believe, cartoons are an important feature on any theatre bill. The cartoon really *is* the indispensable item of film fare. People need to laugh, they need to sit back and relax while their favorite cartoon character goes through his rib-tickling bag of tricks. For six or seven minutes, at least, they can forget their troubles.

Exhibitor Has Seen for Himself

The astute exhibitor knows this. He has seen for himself the reception of the animated cartoon, he has heard the murmur of pleasurable anticipation when it is flashed on the screen. He has heard applause before and after a cartoon. And that is something I have yet to see happen to a live action picture except at a Hollywood preview.

If go-getter exhibitors want to bolster an ailing boxofice, I can think of no better way than by tieing in with the cartoon characters merchandise. In most cities and towns, for instance, we have Woody Woodpecker games, View Masters, kerchiefs, masquerade costumes, balloons, New Funnies magazines, Woody Woodpecker Golden books, and Woody Woodpecker albums on Capitol Records.

Any alert exhibitor should have no difficulty at all in locating the shops and stores where these items can be purchased. Then it should be equally simple for him to arrange cooperative newspaper advertisements, lobby and window displays, and a variety of other types of exploitation linking his Woody Woodpecker film to the merchandising product.

A new feature that he might find valuable in exploiting his Woody cartoon is the Woody Woodpecker comic strip. Launched in November, the strip is being sold to a long list of newspapers around the country.

I would like to make a suggestion to the exhibitor. In order to give us cartoon producers a well-deserved and long-overdue break, how about increasing our revenue just a little?

The price of one admission per booking would mean the difference to the cartoon producer of barely breaking even or making a little profit. It wouldn't mean much to the individual house, but multiplied by the number of movie houses around the country would help keep this industry alive.

We believe our product deserves a boost.

QUIMBY (Cont.)

Record companies feature disks of favorite cartoon stars who also make their appearances in breakfast food packages.

Because of such studio enterprise, countless millions are constantly made aware of cartoon characters day in and day out through their newspapers; whenever they step into the bedrooms of their children; or gaze at a toothbrush rack in their bathrooms; at the breakfast table; and in stores. Why, even banks are now beginning to feature thrift departments for children with some cartoon star as a sponsor. Each comic magazine featuring a different cartoon star has a circulation covering around 1,000,000 copies per month. We also talk in terms of millions when considering the public potential as regards newspaper strips, books, clothing, toys, novelties—all bearing pictures of some cartoon actor. The point I'd like to make is that these tieups should be more generally utilized by the exhibitors. The fact that a merchant has invested his money on the strength of a cartoon star's popularity indicates that, generally speaking, he will be receptive to tieup suggestions. Try your department stores, your book shops and other outlets and make the most of these ready-made tieups. It has paid off in the past and is paying off in many instances during the present time. And there is no reason why it shouldn't continue to do so. You're the doctor, Mr. Exhibitor. So, whether you're playing the product of Walt Disney, Paul Terry, Warner Brothers, Walter Lantz, UPA or MGM, we hope you'll take advantage of all exploitation aids available.

Paul Terry Now Readying 1,000th Picture; Has Made More Films Than Anyone Else

Paul Terry

Paul Terry is making preparations now for his thousandth entertainment film, more films than have been made by anybody else in the industry. It will be a Mighty Mouse film, destined to play 17,000 theatres in this country and 35,000 over the world. In it, "dauntless Mighty M" will rescue Hansel and Gretel from the clutches of the wicked old witch. Terry, in reaching his new milestone, will have been responsible for about 10,000,000 separate drawings in a career that began in 1915.

Terrytoons Studios make one cartoon film every two weeks. Distributor for 20 years has been 20th Century-Fox. A spokesman for that company declares that no other film product series in history is shown more often nor in as many theatres throughout the world as Paul Terry's Terrytoons. Mighty Mouse is as much beloved in foreign lands as here.

One of the earliest of the pioneers in the medium of animated motion pictures, Terry went into the field in 1915, a short time after Winsor McKay, the late editorial and strip cartoonist, made the first film cartoon in this country. It was called "Gertie the Dinosaur." It was under the influence of his friend McKay that Terry decided to go into the pictures-that-move field.

Terry gave up two jobs, one as a strip cartoonist for King Features, the other as an artist on the old New York Daily Press, and set himself up in a combination of living-room studio.

As against the thousands of individual drawings necessary for a modern Terrytoon, Terry's first film was made from a few hundred. It was called "Little Herman" and showed a sleight-of-hand artist doing magic tricks.

"Out into the world I went with my film, a world in which few people had ever seen animated cartoons. Many people laughed at my film—before seeing it, I mean. Lewis J. Selznick offered me a dollar per foot for it. I told him that's what the raw film cost me. He told me it was a shame I had to go and spoil it by putting drawing on it." says Terry with a twinkle.

Trekking to New Rochelle, then a center of motion picture production, Terry looked up a prominent producer and exhibitor named Edwin Thanhauser. When Thanhauser agreed to look at the film, Terry went out to collect a few people to serve as the audience. Instead of adults, he found a few children. The children watched in silence at first and then burst out into laughter. Thanhauser bought the film and saved Terry from complete bankruptcy.

"When I heard the laughter of those kids," Terry reminisces, "I know I had the world before me. If you can make children in a theatre laugh, it's so wonderful, so charming, you're a kid again, and you're bound to laugh too. So the kids have always been all-important to me, although 90 per cent of the people seeing my films are adults. Cartoons have the attention of kids all over the world."

CAMPAIGN PREVIEW

Atlanta Campaign Sets 'Quo Vadis' Pattern For Local Tie-Ups

The "Quo Vadis" campaign in Atlanta offers a preview of what is possible in the way of promotion and exploitation of MGM's spectacle. It was a campaign complete to the last detail; it used almost every possible national tie-in, many of the available accessories, and a showmanship ingenuity which plucked elements from the production and turned them into displays, and co-op ads which blanketed the city.

Essentially, this was the kind of activity (handled by Manager Boyd Fry of Loew's Grand and Emery Austin, MGM field exploiteer) which was duplicated in the other prerelease engagements. They set a pattern for upcoming openings; the avenues have so many different turnings that the essentials of the Atlanta campaign can be earmarked as basic exhibitor signposts.

Newspaper publicity results offer a quick appraisal of what happened. The total amount of free space was second only to that of "Gone With the Wind" (and the latter was a world premier in the home of the author), and the publicity spread into 100 rural papers throughout the state and to 30,000 subscribers of a Catholic journal.

Old Fashioned Exploitation

But is was in real old-fashioned exploitation that the campaign becomes valuable as a guide. Windows and ads leaned heavily on merchant tie-ins, starting with three top department stores. Davison-Paxon, on Atlanta's busiest corner, used a 10-day display, in which accessories were put to work via four door panels mounted on poles to act as background for a combined feature of books and sandals. Interior displays were in the shoe department, again with costumes and door panels; and the book department, highlighting copies of the book with a poster and colored and black and white stills.

Also inside were displays of tied-in jewelry and pajamas.

Rich's department store went for jewelry, pajamas and men's shorts in two windows using mounted murals. The J. P. Allen Co. plugged its exclusive "Quo Vadis" raincoat with a full-color window blowup of the national ad, used stills and posters in the store.

Book activity began with the city's libraries. Five thousand bookmarks were distributed throughout the system, and all branches used posters supplemented with stills. Downtown book store windows used mural displays, posters, stills, standees, cards, door panels and the book itself.

A listing of other downtown windows shows both the effects of national tie-ins and of local set-ups: Two flower shop displays, obtained via the national florist tie-up and utilizing blowup of Deborah Kerr; Woolworth's, featuring Brico scarves; numerous drug stores, on Whitman's candy; Robert Taylor tie (also featured in the department stores' candy departments) and distribution and display of 500 posters to as many drug stores throughout Atlanta; Lux soap, via Deborah Kerr tie, which provided 500 posters for similar distribution to grocery stores; Lipton's Tea, via the local distributor, which distributed 1,000 streamers to grocery stores, soda fountains and restaurants on a tie which originated with the Tea Bureau and features Deborah Kerr; numerous men's store displays on the jewelry, shorts, shirts and jackets tied in via nationally-distributed manufacturers.

Hardware Store Ties In

Other windows show the effectiveness of purely local angles: a hardware store used stills and posters around a blowup of a still showing Taylor with a gun; a contour chair store set up posters and stills using the line "the closest thing to Roman comfort as seen in 'Quo Vadis'"; an auto dealer set up windows on the angle, "All the beauty, grace and fine lines of the Roman chariot as seen in 'Quo Vadis' are featured in the 1951 Ford"; a still of Taylor photographing Kerr served as a camera store window tie-in, using stills and posters around the line, "Photography is the favorite hobby of the stars, too."

Also strictly local were two transcription tie-ups, one with all major railroads and Greyhound bus. Card copy went: "Ride the (name of line) to Atlanta to see 'Quo Vadis'". One thousand cards were distributed to railroad and bus terminals within a radius of 150 miles of Atlanta.

Fifty day-glo posters and 100 bumper strips were used on a Yellow Cabs tieup.

For street ballyhoo, members of a high school football team donned Roman costumes, paraded downtown and through department stores. A street banner, 50x4-feet was strung on famed Peachtree street, the entire theatre was covered by a gigantic front, on which spotlights played at night.

There were numerous miscellaneous promotion shots: for radio, the MGM record album of the musical score was featured daily starting 10 days in advance of opening, and the music formed the basis of a forum for leading local music authorities; and the "Quo Vadis" hairdo rated a two-column spread from a beauty parlor.

Campaign Tools For Exhibitors

Accessories: Window or tack cards, 14x22, 22x28, block style; 14x22 22x28, pictorial style; full color. Mural display, 46x102, printed in six colors and available three styles, —unmounted, mounted on hinged board as 4-panel display; mounted on linen with grommets for hanging. Seven-foot standee, three-dimensional theatre, street or window display, full color; shipped in special corrugated carton. 62-inch cast figures, four to set, color, unmounted, Robert Taylor, Deborah Kerr, Peter Ustinov, Patricia Laffin. Set of six door panel displays, 20x60, photo-gelatin color. Two 22x28 lobby cards. Insert card, 11x14 title cards, plus seven scenes. Set of 16 full color scene reproductions, 11x14, all captioned. Herald, 10¼x15¼, one color each side, rotogravure. All from National Screen Service.

Posters: Pictorial, 1, 3, 6, and 24-sheets, special commercial quality, in six colors. Order through purchasing department of home office in New York, or in emergency direct from the Honnegan Company, Cincinnati, Ohio, sending copy of such orders to home office. Block 24-sheet, full-color; order from National Screen. Block 48-sheet, in limited quantities; order direct from Dan Terrell, home office.

Note: Check MGM exchange before purchasing all accessories; no definite policy set yet on paper and posting, but assumed that MGM will bear part of cost wherever feasible.

Special exploitation accessories: Coloring contest mats, choice of four subjects. Blotter, with space for theatre imprint. Full page mat for merchant co-op ads, including outline for coloring contests. Book marks. Order all from National Screen. Also complete line from Valley Forge Flag Co., 200 Fifth Ave., N. Y. C., including fluorescent burgees, triple-fluorescent valance, usher sashes, auto bumper strips, banner spear and stand; streamer title letters; painted valance; solid pennants.

Co-op advertising: Regular co-op list will be expanded but will not go beyond key first-runs and some important downtown move-overs. No definite decision on this phase, as yet; check MGM exchanges.

Book: Reprint of best-selling, Nobel prize-winning novel, dollar edition by Grosset and Dunlap, with picture credits. Top success with bookstores for displays, ads, obtained in pre-release engagements.

Herald: Available with space for theatre imprint. Size, 11x17, in color. Either free or at or below cost.

Merchandise tie-ins: A long list, most of which have been used with good results in pre-release campaigns, with emphasis on clothing and accessories (see stories on selected merchandise tie-ins, pre-release campaigns, Pre-Selling Guide for October 20).

Music: Album of score from film, produced and released by MGM Records, now available in music stores nationally; used with good results for windows and co-op ads in pre-release engagements.

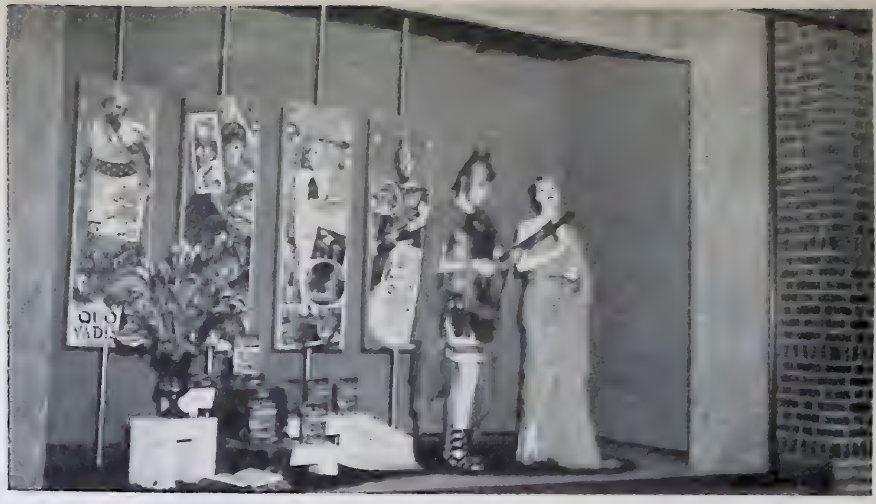
Trailers: Teaser and regular trailer, in Technicolor, both from MGM exchanges.

Radio spots: Placed by MGM in key situations on regular contract time purchases. Available for planting with radio stations are interview records, 5-minutes, with stars Robert Taylor, Deborah Kerr.

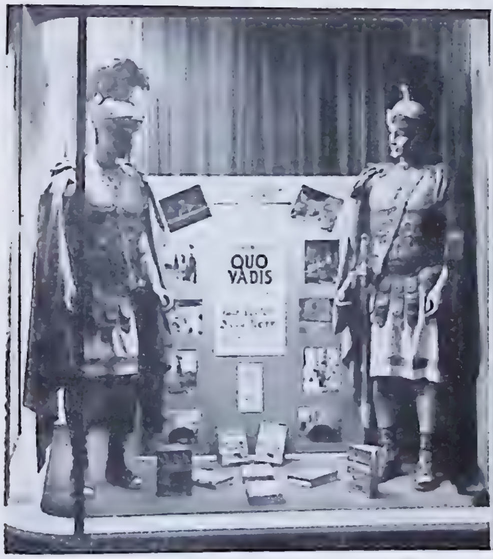
Magazines: Comprehensive coverage national media, both publicity and advertising, and tie-in national ads. Tearsheets make effective lobby displays.

Merchandising Tie-Ups In 6 Pre-Release Dates

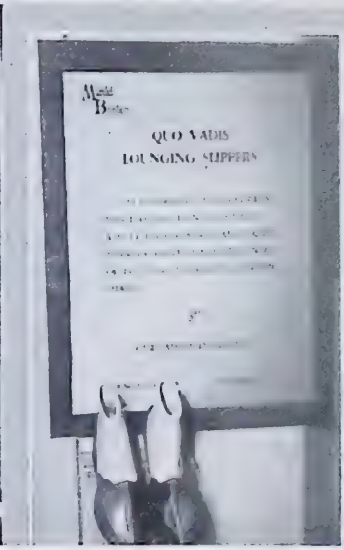
In the first six prerelease dates for "Quo Vadis," exhibitors found local stores highly agreeable to tieing in with promotions for the picture. Department stores, book shops, men's haberdashery shops and the five-and-ten stores were among those eager to participate. The "Quo Vadis" shirts and shorts for men apparently are items which the stores want to promote and many attractive windows were obtained through these merchandising ties—as evidenced by the photos on this page. These are but a few of the tie-in possibilities. The report on the Atlanta campaign, on page 26, indicates that the exhibitor who goes after window tie-ins will find merchandisers more than anxious to participate in a cooperative effort.



ATLANTA: At the Davison-Paxon department store, the book department was tied into a window display. Two mannikins dressed in "Quo Vadis" costumes and a quartet of door poster accessories for the background, plus a display of the books, were all the props necessary for the effective window.



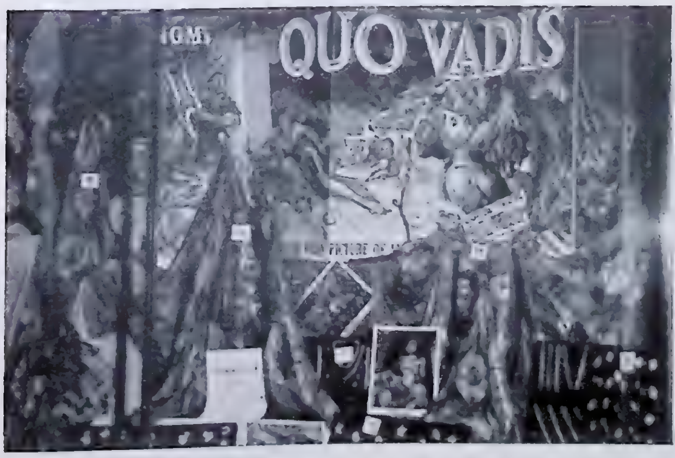
MEMPHIS: Goldsmith's store in Memphis also used a book tie-up, showing how a small area can be used to include a substantial selection of picture stills.



CHICAGO: Mandel Bros. used a simple display case poster for its tie-in with the "Quo Vadis" slippers.

Loew's State

ST. LOUIS: At Wolff's in St. Louis, a Roman helmet, a painted column and several stills were used for a window display of the "Quo Vadis" shirt.



NEW YORK: Woolworth stores have provided many windows for special promotions of scarfs and costume jewelry, using playdate cards and other illustrative material.

PITTSBURGH: "Quo Vadis" shorts provided this window with attractive display at Setterley's in Pittsburgh. Surprisingly, men's haberdashery items have been popular fashion promotions.

MAGAZINES

Magazines Providing Plenty of Copy Which Can Be Used for Exploitation

Ava Gardner and June Allyson achieve dual honors in the January issue of Dell's Modern Screen. Ava is not only the striking girl on the cover, but is heralded in Hedda Hopper's annual predictions as Miss Glamor of 1952. According to Miss Hopper, in "Pandora and the Flying Dutchman" Ava Gardner "has more sex appeal than anyone since Garbo."

June Allyson's current success, "Too Young to Kiss," is cited as the magazine's Picture of the Month. Moreover, June triumphs for the second time as queen of Modern Screen's yearly Popularity Poll. John Wayne is voted king, and other winners in the balloting for 1951's top ten are Jane Powell, Alan Ladd, Betty Grable, Clark Gable, Lana Turner, Farley Granger, Elizabeth Taylor and Ronald Reagan. Special awards were presented to Doris Day and Mario Lanza as the most popular singing stars of the year, as well as to Debbie Reynolds and Dale Robertson, the two most popular new stars of 1951.

In the Hollywood fashions section for department store tie-ins, year-round sports styles are modeled by Marion Marshall, pursued by Martin and Lewis in "That's My Boy" and "Sailor Beware," and Jane Greer, star of 20th's "Down Among the Sheltering Palms."

Louella's Cosmopolitan Ribbon to 'Quo Vadis'

In her column in Cosmopolitan, Louella Parsons picks "Quo Vadis," as the "Best Picture" of January, acclaiming it as a masterpiece which "makes every other film spectacle look like an imitation."

Paramount's "My Favorite Spy," described as superb slapstick, is named the best comedy and Warner's "Distant Drums" gains laurels as the outstanding adventure opus. Pegged as the most controversial film of the month, Goldwyn's "I Want You" is praised as a courageous, timely production, "filled with laughter, drama and suspense." A Special Citation goes to Columbia's "Ten Tall Men," particularly for the swashbuckling performance of its star, Burt Lancaster.

Cosmopolitan also features a full-length story on Errol Flynn, entitled "Lover Boy." This is a tongue-in-cheek profile.

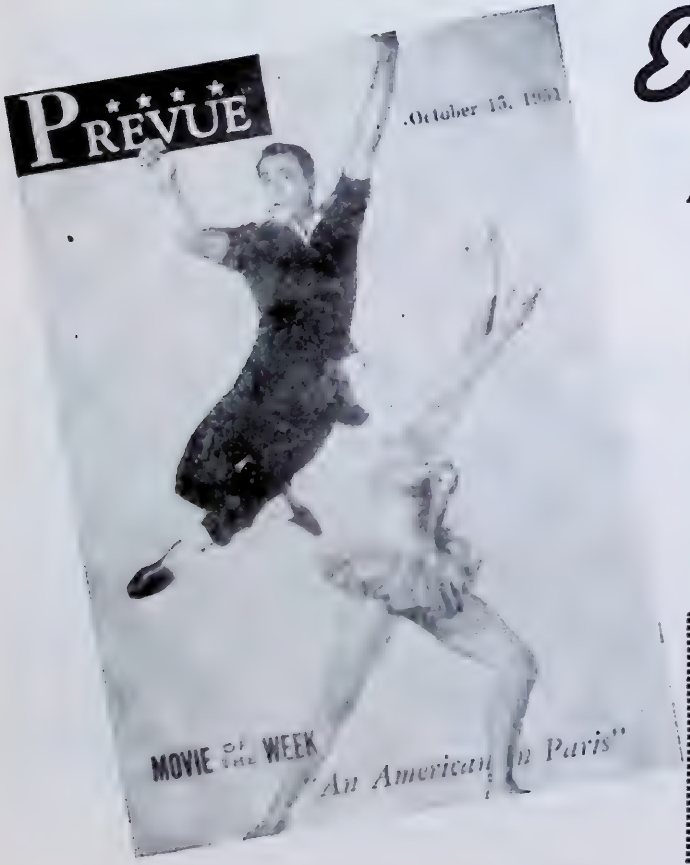
Charm's 'Worth Seeing' Pick: Christmas Carol

In its "Worth Seeing" section for January, Charm magazine extols the merits of United Artists' "A Christmas Carol," classifying it as "pure delight." The verdict on "Westward the Women" is "splashy, exciting—frequently amusing and dramatic—big Western," while U-I's "Meet Danny Wilson" is boosted as solid entertainment wherein Sinatra turns out to be a first-rate actor. "The Light Touch," "Too Young to Kiss" and "Callaway Went Thataway" are likewise prescribed for enjoyable fare.

Big Plan for Movies In January Coronet

Rita Hayworth is the subject of the January Coronet's cover-featured article, "Does Rita Want Career or Love?" There is also a 16-page picture story on "Hollywood at Night." This story classifies Hollywood, "the center of make-believe for 60,000,000 American movie-goers," as a magic city and presents in graphic detail "the after-dark story of this Bagdad-by-the-Pacific."

A trio of pictures are quotably recommended. "Distant Drums," is called an



Exhibitors

A FREE SERVICE TO YOU AND YOUR PATRONS

ORDER PREVUE

- NO COST
- NO OBLIGATION
- POCKET SIZE
- GOODWILL BUILDER

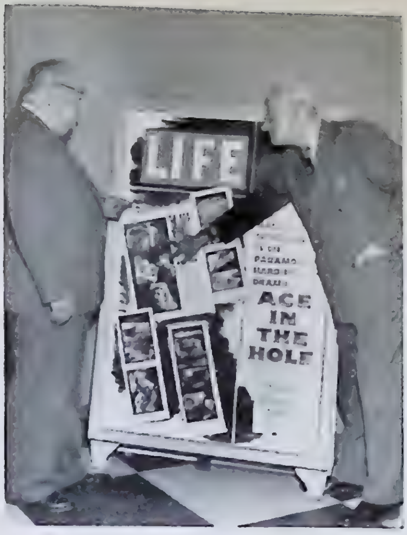
BE THE FIRST IN YOUR AREA!

CLIP AND MAIL TODAY →

PREVUE, Main Street, Carmel, N. Y.

Yes . . . *we would like to distribute Prevue at the theatre listed below, at no obligation.*

NAME OF THEATRE..
LOCATION: CITY OR TOWN........................STATE............
SEATING CAPACITY..
POPULATION OF CITY OR TOWN..
OWNERSHIP OF THEATRE..
SIGNED..



Exhibitors, more and more, are taking advantage of the expanded use of motion picture copy in the magazines by using the features for exploitation purposes. Ollie Brooks, publicity chief for Butterfield Theatres in Michigan, used this Life magazine presentation of "Ace in the Hole" to prepare an effective lobby display. It is typical of what can be done with similar articles in national publications.

"epic chapter in American history" and "Warner's has turned out a thrilling Technicolor adventure story."

"Weekend With Father" is warmly praised; its average of "three laughs per scene" puts this Universal-International comedy in the "top drawer."

Bringing Katharine Hepburn and Humphrey Bogart together in "African Queen" is hailed as a stroke of casting genius on the part of United Artists. In Coronet's opinion, "African Queen" will rank with the year's best.

Seventeen Award Goes To 'Westward Women'

MGM's "Westward the Women," starring Robert Taylor and Denise Darcel, receives the Picture of the Month Award for January in Seventeen. Other movies reviewed and recommended by Entertainment Editor Edwin Miller are: "Quo Vadis," "Callaway Went Thataway," "I Want You," and "Ten Tall Men."

DeMille Gets Special Parents' Award

For the first time since issuance of the Parents' Magazine Medal Award of Special Merit, there will be an inscription on the reverse side. "Struck off especially for Cecil B. DeMille" is the lettering on the medal which will be awarded to the producer in Hollywood by Parents' E. Philip Willcox, director of motion picture relations for the Parents' Institute.

Award is for DeMille's "Greatest Show on Earth," and will be covered in Parents' February issue, on the stands in mid-January.

'Prevue' Wins a Quick Exhibitor Approval

Exhibitor acceptance of Prevue, through the medium of PROMOTION, has been so overwhelming that the new publication has had to revise its planning for its first issue.

Stephen Saunders, Prevue's founder and publisher, and owner-operator of the Carmel Theatre in Carmel, N. Y., is increasing his first print order, and has set back the date of the first issue to February, in order to accommodate exhibitors in this country and abroad who have responded to the first advertisement on Prevue, which appeared in the October 20th issue of PROMOTION.

The change in operations will involve making Prevue available quickly, instead of over a long period, to different sections of the country, and to increasing the number of theatres in each area who will be handling the publication right from the very first issue. Thus, the starting area, New England, remains the same, but there will be more theatres in this area distributing Prevue, which will necessitate the larger print order. Because of the increased print order, there is still room for more New England theatres who wish to service their patrons with Prevue beginning in February.

Wide Response to Announcement

Response has been coming in from as far away as Hawaii, and from all the Canadian provinces. A quick check by publisher Saunders shows that a letter commending the project has arrived with one out of five orders for the magazine.

Prevue is designed both as direct selling piece for theatres on upcoming product and as an industry product booster. It will review films strictly on what they offer in the way of entertainment and offer no opinions as to the picture's being "good" or "bad." Accent will be on the "positive," with reviews indicating that if patrons like the elements which will be listed in reviews, they will get their money's worth by seeing them.

Other departments in Prevue will include listings of Family Film Fare, Thumbnail Star Sketches, Western Roundup and Children's Guide. The magazine will be biweekly, on slick stock; high quality art and editorial material is part of the policy. It is free to exhibitors who request it, and is designed for theatre circulation only.

Publisher Saunders recently appeared at the New England independent exhibitors' convention, where he outlined Prevue's contents and its purpose, and took orders for the magazine from all over the territory. He expects to continue these appearances wherever and whenever possible.

First Starlet Cover

First magazine cover for Beverly Michaels, new star of "Pickup," is the December 19 issue of People Today. Star's career is detailed in the publication's "Keep Your Eyes On" section.

"The most gigantic spectacle of all time"

Metro-Goldwyn-Mayer production

QUO VADIS

receives Parents' Award

for Extraordinary Achievement

PARENTS' MAGAZINE
52 Vanderbilt Ave. New York 17, N. Y.

Parents'

1,300,000*
circulation in families with children of all age levels

*Effective with Feb. 1952 issue

NATIONAL PRE-SELLING GUIDE

A report on new films for which national pre-selling campaigns have been developed. Listed with each picture are tie-ins which have been created, plus tips to exhibitors on how to use these pre-selling aids to exploit the picture locally.

Special Short Subjects Promotion Guide

This listing of shorts availabilities, commercial tie-in possibilities and promotion facets is as complete as distributor data permits, condensed as much as practical for easy clipping and reference. Space requirements preclude detailing; thus, manufacturing licensees will be referred to, and readers appraised of where to get the complete list. Promotion facets will be suggestions on procedure instead of step-by-step detailing.

RKO-RADIO

RKO-PATHE TWO-REEL SPECIALS: 13 times a year, featuring timely topics, universal appeal.

PROMOTION TIPS: *Good percentage of subjects lend themselves to promotion. Tops in this respect are "University Band" and "Touchdown Town"; former deals with famed Michigan U. marching band, latter with Massillon, Ohio, high school football team, also famed as tops. Both subjects can be sold in similar manner, via contacts with high school and college marching band leaders and members; high school and college coaches and players; small ads in school papers, accompanied by publicity releases these papers, and distribution of one-sheets and other paper to bulletin boards. Added subjects worth promotion effort include "Guide Dog," on training of seeing-eye dog and master, which can be sold by getting social service agencies such as Red Feather and Lighthouse among others; "Lady Marines," on which Marine recruiting stations will aid.*

RKO-PATHE SPORTSCOPES: 13 single action reels; high spots of favorite sports, all kinds, featuring leading sports personalities.

PROMOTION TIPS: *Subjects should be fitted to locales; if any one topic is hot favorite in given situation, it is worth ad line, special mailing to leading exponents.*

RKO-PATHE SCREENLINERS: 13 one-reel variety subjects, featuring swift-moving coverage of interesting people of the world. Especially good for promotion: "America's Singing Boys," starring boys' choirs. Promote through school music and choral groups, civic choral groups, music editors, churches all denominations.

WALT DISNEY CARTOONS: 18 single-reelers in Technicolor, with Donald, Mickey, Goofy, Pluto et al.

TIE-IN TIPS: *Ad slug on any Disney short should be mandatory because of definite boxoffice pull. Licensed character merchandise offers many and varied tie-ins with local merchants via co-op ads, continuing displays, giveaways of comic books and cheaper novelties. Also excellent for theatre sale of products which will not tax physical limitations.*

Contact: Walt Disney Character Merchandise, 1270 Sixth Ave., N. Y. C.

LEON ERROL COMEDIES: Six two-reelers, with rubber-legged Errol as his well-known "Lord Epping."

COMEDY SPECIALS: Six two-reelers, featuring well-known comics like Wally Brown, Jack Kirkwood, Gil Lamb.

EDGAR KENNEDY COMEDY RE-ISSUES: Four two-reelers, with the famous "slow-burn" artist as the family fall guy.

FOOTBALL HEADLINERS OF 1951 AND BASKETBALL HEADLINERS OF 1952: Two two-reelers which should be slugged in ads for sports fans. Also special publicity release to sports editors, local papers.

MUSICAL RE-ISSUES: Two two-reel selections featuring top bandleaders Tex Beneke, Stan Kenton.

PROMOTION TIPS: *Program with feature appealing to teenagers, if possible. Promote albums or special records on high school contest giveaway on record shop tie-ins.*

COLUMBIA

TOP SPECIAL: "A Day with the FBI," two-reeler in Technicolor.

PROMOTION TIPS: *Name of Louis DeRochemont, Reader's Digest, good marquee value. Use commendatory letter from J. Edgar Hoover, FBI chief, also ads and display material with his picture. Special 40x60 lobby display available National Screen. Contact nearby FBI offices, use mailings to police departments. Contact local Reader's Digest distributor for truck posters, newsstand tack cards, sniping of current issues.*

UPA CARTOONS: All in Technicolor. The Jolly Frolics series of five and the Mr. Magoo series of five.

PROMOTION TIPS: *Tag on to Academy Award winner, "Gerald McBoing-Boing," for ad and display use. If possible, screen best ones in advance for critics, who have given UPA generous coverage and top reviews.*

CAPTAIN VIDEO: Serial, 15 chapters, with tinted sequences by Cinecolor, produced by Sam Katzman, Columbia's for the all-time serial boxoffice championship, based on science-fiction rage and daily TV show from which adapted.

PROMOTION TIPS: GENERAL FOODS TIE-IN: *Set three months ago with this sponsor of TV show, for its Post cereals. Includes: letter to all district and regional personnel instructing to co-operate with exhibitors on placement of food store streamers available free in mat form from Columbia Exploitation department; setting up store window, counter displays; working contests in conjunction with stores who help publicize them via window posters, co-op ads, throwaways; co-op ads calling attention to theatre name and playdate; store package stuffers. Exhibitor participation to come through lobby boards and co-op message material on screen.*
DUMONT TV NETWORK: *Tieing in via letter to local affiliates carrying the daily show. Stations directed to show specially prepared slide, carrying selling copy for station and theatre when contacted by exhibitor; theatre to run special trailer with same copy but reversed credit positioning. Press book also going to all stations.*

Contact: station promotion man. Get list of stations from DuMont, 515 Madison Ave., N. Y. C.
LICENSED MANUFACTURER PRODUCTS: *Includes 19, with others coming in fast. Sold nationally in department, chain and variety stores, who are using good-space newspaper ads. Check local department stores for items they carry, for theatre giveaways, co-op ads. Comic book, specially priced for theatres at 2½ cents, stamped "complimentary," also excellent for giveaways, contests; should be sniped as advance handout and used as stimulant midway of run. Licensee list from DuMont, 515 Madison Ave., N. Y. C.*
ACCESSORIES: *Most complete for any serial, includes the special window streamer; two card handouts, mat form; Club Card mat; silkolene valance, complete at $9.75, or 75 cents per chapter, available National Flag Co., 43 W. 21st St., N. Y. C.; regular, action trailer; three all-purpose art stills; four 11x 14's for each episode; 6x18 circus herald; three sets of 8x10 stills; six, three and one-sheets.*

THREE STOOGES COMEDIES: Eight in all, two-reelers.

ASSORTED AND ALL-STAR COMEDIES: 12 in all, two-reelers featuring Hugh Herbert, Max Baer, Maxie Rosenbloom, Andy Clyde and others.

COMEDY FAVORITES: Reprints of previous hits, six two-reelers. Include Buster Keaton, El Brendel and others.

COLOR FAVORITES: Twelve one-reel reprints, Technicolor cartoons.

CANDID MICROPHONE: Now standby, in fourth year. Six one-reelers, starring Allen Funt. Good marquee and ad value.

SCREEN SNAPSHOTS: Granddaddy of short subjects, 12 one-reelers; one reel has two outstanding subjects, Dean Martin and Jerry Lewis, and "Memorial to Al Jolson." Both rate ad-slugging and lobby display.

WORLD OF SPORTS: 12 one-reelers, narration by famed Bill Stern. Several made in Europe. One, "Gymnastic Champions," good for local ties with gymnast clubs, turnvereins.

CAVALCADE OF BROADWAY: Eight one-reelers, visits to New York's night spots with columnist Danton Walker. Good programming.

FILM NOVELTIES: Eight one-reelers in new series, new faces and ideas.

VARIETY FAVORITES: Eight one-reel reprints of top shorts.

MUSIC TO REMEMBER: Six classical music one-reelers, in popular vein. Tchaikovsky, Grieg, Borodin. Excellent programming.

SERIALS (EXCLUSIVE OF CAPTAIN VIDEO): "Mysterious Island," from Jules Verne classic; "Black Hawk," from comic book favorite crime buster of 10 years' standing; "King of the Congo," with crown prince of cliffhangers, Buster Crabbe.

PARAMOUNT

CASPER (THE FRIENDLY GHOST) CARTOONS: Six, in Technicolor, of this fast rising cartoon character who caught on heavily last season.

NOVELTOON CARTOONS: Ten, in Technicolor, featuring another quick riser, Herman the Mouse, along with Little Audrey and Hughie the Oversized Duck.

POPEYE CARTOONS: Eight new ones, in Technicolor.

PROMOTION TIPS: *Good for continuing tie-ins with local newspapers* *who run this King Features' daily and Sunday comic strip. Newspaper will ordinarily go for co-op promotion ads, publicity, in return for screen or lobby credit, sniping one-sheet with simple credit line.* Sample: *"Read 'Popeye' every day and Sunday in the Times."*

POPEYE CHAMPIONS: Encores, in Technicolor, of some of the best ones of recent years.

KARTUNES: Six, in Technicolor, of the favorite "bouncing ball" series.

Tie-in Tips: *All cartoons produced by Famous Studios, 25 West 45 St., N. Y. C., which is now licensing some of the characters. For licensees, information or aid on theatre tie-ins via manufacturers and merchants, contact Famous.*

Note: *Popeye licensed articles include toys and comic books, and are handled through King Features, 235 E. 45 St., N. Y. C.*

MUSICAL PARADE FEATURETTES: Six re-issues, in Technicolor, two-reelers.

Exploitation Tips: *Play up star value via ad-slugs; names include Olga San Juan; Jimmy Dorsey; Peggy Lee; Isabelita.*

LITTLE EXPERT ON FOOTBALL: Extra special, continuing the amazing sports knowledge of 10-year-old Charlie Hankinson, whose selection of an all-time All-American team is backed by shots of the greatest plays in the history of football.

GRANTLAND RICE SPORTLIGHTS

Exploitation Tips: *Worth advertising, on basis of famous Rice name and continuing popularity of this series, which has won several Academy Awards. Rice's national sports column syndication provides opportunity for newspaper promotion tie-ins.*

TOPPERS: Six "surprise packages" of prize moments captured by the movie camera over the years.

PACEMAKERS: Six one-reelers, bringing leading personalities in fields of interest to majority of patrons.

20th CENTURY-FOX

TERRYTOONS: Twenty-six in Technicolor (four re-issues included), including Mighty Mouse and Heckle and Jeckle.

Promotion Tips: *Manufacturing licensees will be releasing Terrytoon products shortly to nation's stores. Available now are comic books, for giveaway, contests. For information, aid, contact Bill Weiss, Terrytoons, Paul Terry Studios, New Rochelle, N. Y., or Hal Horne Organization, 20 E. 50 St., N. Y. C.*

MOVIETONE SPORTSREELS: Six single-reelers, covering diversified field of spectator and participant sports.

ART FILMS: Six, in Technicolor, featuring works of world's greatest artists, filmed abroad by art experts, professional and amateur.

Promotion Tips: *Enlist aid of art museums, art schools. Mailings to art patrons, publicity releases to newspaper art editors, public school art teachers.*

RELIGIOUS FEATURETTES: One or more two or three-reel subjects on spiritual and tolerance theme, such as last year's "The Guest."

Promotion Tips: *Enlist aid of churches and religious leaders. Publicity via church editors of newspapers.*

MOVIETONEWS: Regular 104 issues, name commentators.

UNIVERSAL-INTERNATIONAL

THE EARTH AND ITS PEOPLES: Series of 13 two-reeler subjects, produced by Louis DeRochemont, described as "new departure in travel shorts."

Promotion Tips: *Via schools and colleges, geography and audio-visual teachers, librarians. Cover of pressbook makes good permanent display for educational bulletin boards. Play up DeRochemont as producer of March of Time, "House on 92nd St.," "Boomerang," "Lost Boundaries." Screen a few subjects for people who can help, educators, high school and college editors. Ad and publicity mats available National Screen.*

WOODY WOODPECKER: Cartoon series of six from Walter Lantz, color.

Tie-in Tips: *Numerous licensed manufacturers; obtain complete list via pressbook, available through National Screen Service. Products sold nationally; pressbook listing gives names, addresses of manufacturers to contact. Best bet: comic book as giveaway, promotion piece for kiddy matinees. Some items good for theatre sale.*

NAME BAND MUSICALS: Featuring such top stars as Tommy Dorsey, Woody Herman, two-reelers.

Promotion Tips: *Reach the teenage crowd via high schools, disk jockeys, record shop display tie-ins, music school promotions.*

OTHER AVAILABILITIES: Two special two-reelers, including "Danger Under the Sea," completed; eight Variety Views, one-reelers; eight Cartoon Melodies; 13 Walter Lantz color cartoons, re-issues.

METRO-GOLDWYN-MAYER

TECHNICOLOR CARTOONS: Sixteen, including Academy Award-winning Tom & Jerry.

Tie-in Tips: *Licensed products via MGM Cartoon Novelties Division, c/o Max Weinberg, Loew's Inc., 1540 Broadway, N. Y. C. Now licensing various articles for national distribution. Tom & Jerry comic book, records and albums, good for theatre giveaways, merchant tie-ins. Also picture, paint and story books.*

GOLD MEDAL CARTOONS: Six reprints, in Technicolor.

PETE SMITH SPECIALTIES: Ten in all, by best-known of shorts producers.

Promotion Tips: *"Mealtime Magic" tied in nationally with National Pressure Cooker and American Gas Companies; Contact regional distributors for former via list in pressbook, obtainable National Screen. "Pedestrian Safety" tied nationally to Police Chiefs Association. Exhibitors can tie in locally on "Pedestrian Safety Week," set up at Police Chiefs' convention.*

FITZPATRICK TRAVEL TALKS: Eight, in Technicolor, oldest and best known of travel shorts.

MARCH OF TIME

RE-ISSUE SUBJECTS: Now testing in two areas, with good results, on those of series most timely today. For information, booking, contact Phil Williams, March of Time, 369 Lexington Ave., N. Y. C.

WARNER BROS.

TWO-REEL TECHNICOLOR SPECIALS (Eight): including popular reprints, and a new patriotic theme subject, "Land of Everyday Miracles," as a follow-up to last season's hit, "My Country 'Tis of Thee."

Promotion Tips: *Worthy of some exploitation effort are "Land of Everyday Miracles," another in the series patriotic theme subjects, which should be brought to the attention of newspaper publishers, school board members, women's clubs; "Skis Over Europe," photographed in Switzerland and Italy; "Ride, Cowboy, Ride," in which the star value is present via Dennis Morgan.*

SPORTS PARADES (Ten, in Technicolor): Shot all over the world, include archery, fishing, rodeo, trained horse troops, winter games. Two fishing reels, "Fight, Fish, Fight" and "Lie to Fish?" offer best promotion tie-ins via sports pages, sporting goods stores.

Note: Fishing is biggest sport in U.S., on participant basis, has no age barriers.

TWO-REEL BLACK AND WHITE FEATURETTES (Six): New and reprints.

Promotion Tips: *"I Won't Play" is former Academy Award winner, has marquee value in Dane Clark and Janis Paige; "The Knife Thrower" has famed DeMaupassant story, Broadway cast, unusual music; "Stop, Look and Laff" offers old-time comedians like Fatty Arbuckle, can be used effectively in lobby for guessing contest, screened for amusement editors who like to reminisce on old movie greats.*

WARNER BROS. CARTOONS (Thirty, new, Technicolor): Starring Bugs Bunny, Porky Pig, et. al.

Tie-in Tips: *Best avenue is via store merchandise promotions of licensed articles, theatre giveaway of comic books, cheap notions. Contact: Edward Seltzer, Warner Bros. Studios, Burbank, Cal., for list of licensees, products, and stores in local situations handling the merchandise.*

VITAPHONE NOVELTIES (Seven, black and white): Mostly comedy,, featuring old-time comedians.

BLUE RIBBON CARTOONS (13, reprints, color): All Warner cartoon characters in selected past hits.

JOE McDOAKES SERIES: Six more single-reel comedies featuring Mr. Average Joe behind the "8-Ball" in various occupations.

WARNER PATHE NEWS: Regular 104 issues.

ACCESSORIES: Ad mats, paper, stills, all available National Screen.

NATIONAL PRE-SELLING GUIDE

A CHRISTMAS CAROL UA Rel. Date Dec. '51

SPECIAL ACCESSORIES: Postcard mat for patron mailings; co-op merchant ad page heading, mat form; Christmas Club herald for banks, mat form; color-in contest mat; bookmark giveaway mat. All available National Screen.

CLASSIC ILLUSTRATED: Comic book version of Dickens' classic carried by newsstands and stores nationally.

TIE-IN TIPS: *Not a direct tie-in, but can be used, with film, theatre and playdate credits via special counter cards. Latter can be used also on trucks, window displays, as tack cards, and for school distribution. Contact local Curtis Circulation office.*

BOOTS MALONE Columbia Rel. Date Jan. '52

STORY IN PICTURES: Stills and captions especially for newspaper strip use.

TIE-IN TIPS: *Check local newspaper first on interest. Many newspapers use such material. Order from Publicity Dept., Room* TJV, *729 Seventh Ave., N. Y. C.*

CAPTIVE OF BILLY THE KID Republic Rel. Date Jan. '52

ROCKY LANE COMIC BOOK: Published by Fawcett Publications.

TIE-IN TIPS: *Check local distributor for Fawcett, for newsstand tack cards, posters, windows. For name of distributor, other aid, contact Will Lieberson, Fawcett, 67 W. 44th St., N. Y. C.*

GIVEAWAY BUTTON: Available at $20 per thousand, from Twins Co., 6813 Troost St., N. Hollywood, Calif. Good for Saturday matinees, exploitation tie-in with comic book.

DECISION BEFORE DAWN 20th-Fox Rel. Date Dec. '51

ADDITIONAL:

POCKET BOOKS: As added adjunct to tie-up covering cover and inside pictorial spread, distributing 100,000 color posters to dealers nationally.

TIE-IN TIPS: *Check local Pocket Book distributor to see that posters are distributed, possibility of truck posting and sniping theatre and playdate wherever posters are used.*

MPAA COMMUNITY RELATIONS: BROCHURE: features key art, screenplay synopsis, analysis of people and times.

TIE-IN TIPS: *Brochure being sent to high school superintendents and principals, 10,000 public libraries, presidents of motion picture councils and chairmen of women's organizations, ministers and National Council of Church Women. For additional copies, contact Arthur DeBra, MPAA, 28 W. 44th St., N. Y. C.*

SPECIAL ACCESSORIES: Counter card and marquee hanger, color. Card features pictorial highlights, with space for theatre playdates. Marquee hanger is square, has film credits imprinted both sides, with action art. Both available National Screen.

MODEL AND THE MARRIAGE BROKER 20th-Fox Rel. Date Jan. '52

MODERN SCREEN MAGAZINE: Fashion promotion, featuring career girl clothes, sparked by five-page magazine layout, February issue.

TIE-IN TIPS: *Modern Screen fashion promotions used by numerous department stores nationally. Get February issue, out January 7, and contact local department store. If interested, follow through together with store to Modern Screen promotion department, 261 Fifth Ave., N. Y. C.*

DISTANT DRUMS Warner Bros. Rel. Date Dec. '51

SPECIAL ACCESSORY: Four page 9x12 two-color herald, reverse side left blank for co-op imprint. Also four 20x60 lobby door panels, set $4.75, also available on rental basis from National Screen.

LOCAL TIE-UP STILLS: Gary Cooper stills for firearms, bow ties; Mari Aldon stills for furs, negligee, blouse. Order set from National Screen.

DOWN AMONG THE SHELTERING PALMS 20th-Fox Rel. Date Feb. '52

CHESTERFIELD: National color ads, transit posting, billboards and store displays feature Gloria DeHaven and picture credits.

FIXED BAYONETS 20th-Fox Rel. Date Dec. '51

MILITARY: Film has army's approval via official letter from Acting Secretary A. S. Alexander, through efforts of film's technical advisor, Capt. Raymond E. Harvey, Congressional Medal of Honor winner.

TIE-IN TIPS: *Best bet is local blood bank drive, with theatre lobby converted into extension of local blood bank. Other service tie-ins possible include veteran organizations, recruiting, and the USO.*

SPECIAL ACCESSORY: Multi-color diecut counter card, for in-store promotions.

TIE-IN TIPS: *Card continues pattern set for previous product on Fox's current drive to use more accessories, and features striking art. Available at cost below manufacture from National Screen.*

I WANT YOU Goldwyn-RKO Rel. Date Jan. '52

FORMAL WEAR INSTITUTE: Using Farley Granger in formal wear stills distributed to all men's clothing outlets nationally.

NORTHCOOL CLOTHES: Tied in via Formal Wear Institute, featuring Granger in evening jacket, in Life, Saturday Evening Post, Collier's ads. Also counter displays and ad mats to all outlets.

TIE-IN TIPS: *Northcool nationally distributed. For aid, information, contact: Formal Wear Institute, 21 West 26th St., N. Y. C. Also check local dealers, Northcool, listed in phone book yellow pages in most locales.*

SHERMAN BOW TIES: Local level campaign, featuring Farley Granger, picture credits, on counter and window cards.

TIE-IN TIPS: *For aid, information, contact Sherman Bows, 1200 Broadway, N. Y. C. Item is widely distributed in all size situations.*

BUTLER BROS.—HANWAY TIES: Tied to Farley Granger for local ads, displays in 350 stores.

TIE-IN TIPS: *This promotion available only in comparatively smaller towns, in which these stores located. Exhibitors these situations will know the stores.*

CIGAR INSTITUTE: National ads, Life, December and January, features Robert Keith, Farley Granger, film credits:

ROBERT BURNS CIGARS: National ads, Life, Saturday Evening Post, featuring Dana Andrews, film credits. Display pieces to cigar dealers.

LUX SOAP: Newspaper ads, 60 key cities, using Dorothy McGuire, film credits, with space for theatre and playdate credits.

ROYAL GELATIN DESSERTS: Grocery store displays, newspaper ads in 300 key cities, Dana Andrews and Farley Granger on 40 million packages. All with film credits.

JERIS HAIR TONIC: National ads, featuring Farley Granger, film credits.

MAN IN THE SADDLE Columbia Rel. Date Jan. '52

BOOK: Originally published by Little, Brown, reprinted in dollar edition by Grosset & Dunlap.

TIE-IN TIPS: *Author, late Ernest Haycox, was one of great Western writers. Most bookstores carry "Man in the Saddle" and complete line of Haycox novels. Book shops will ordinarily co-op with window and in-store displays, with "Saddle" as center, if provided stills, other accessories.*

LET'S MAKE IT LEGAL 20th-Fox Current Release

AMERICAN AIRLINES: Tie-in keyed to production still, showing Claudette Colbert, Macdonald Carey and Zachary Scott at airport with AA flagship in background.

TIE-IN TIPS: *Key city tie-ins via window displays in AA offices can be repeated in smaller situations, via local AA offices or travel bureaus. Key displays to winter resorts, provide blowup of still, other production stills, and snipe with theatre and playdate.*

MEET DANNY WILSON U-I Rel. Date Jan. '52

MUSIC: Frank Sinatra sings nine numbers, prepicked by national poll of disk jockeys and national contest.

TIE-IN TIPS: *All numbers are old favorites, published as sheet music by various music companies (see music promotions for listing) and combined into Columbia Records album by Sinatra. Album especially is highly exploitable via disk jockeys, music stores. For aid, information, Capitol album, contact Stan Kaven, Columbia Records, Inc., Barnum Ave., Bridgeport, Conn.*

SPECIAL TRANSCRIPTIONS: Open end platter using Sinatra interview to cue 20-minute program of five recordings: two five-minute platters combining Sinatra narration with songs. All contain liberal picture credits.

Tie-in Tips: *Plant with disk jockeys, women's shows. Make sure of theatre and playdate credits, for which time is left on these open end platters.*

PALS OF THE GOLDEN WEST Republic Rel. Date Dec. '51

ROY ROGERS TIE-INS: See Special Roy Rogers section and Pre-Selling Guide for myriad available tie-ins, Promotion issue, October 1951.

PURPLE HEART DIARY Columbia Rel. Date Dec. '51

VETERANS ORGANIZATIONS: All of these organizations will be interested in the picture and willing to aid in putting it over. They include the following, who have awarded special citations to star Frances Langford, for her work in entertaining hospitalized veterans in this country and around the globe: Veterans of Foreign Wars, Military Order of Purple Heart, Disabled Veterans, Reserve Officers Ass'n, Paralyzed Veterans Ass'n, Tuberculosis Veterans Ass'n, Blinded Veterans Ass'n, Air Force Ass'n, War Agencies of the Government of the U. S., War Department, Navy Department, American Legion, 52 Ass'n, Armed Forces of the United States.

Tie-in Tips: *Contact heads of all local vet organizations, ask them to serve on special committee to publicize the good works of Frances Langford via the film. They can contact members via meetings and direct mail, help plant newspaper and radio publicity, set up parade, work with affiliated organizations like the USO in fund-raising campaigns.*

MUSIC: Five numbers, sung by Frances Langford; two recorded numbers include "Anywhere," Horace Heidt, Columbia; "Bread and Butter Woman," Danny Kaye and the Andrews Sisters, Decca.

Tie-in Tips: *Check record distributors, large music shops, for record and sheet music displays. Provide local disk jockeys with the platters, suggest featuring Frances Langford records, with film plugs (Langford is a disk jockey favorite of many years' standing). Tie in tune identification contests, with pass prizes.*

ABC TV, RADIO NETWORK: Frances Langford sings on the Don Ameche show, ABC-TV network, 12 noon to 1 p. m., Monday through Friday.

Tie-in Tips: *ABC-TV or radio outlets in your town or territory will tie in to plug the Ameche show and Frances Langford. Exchange air plugs on theatre and playdate for lobby display featuring the station, or screen trailer.*

SPECIAL ACCESSORIES: Set of five cartoons of service men, various branches of armed forces, good for window displays, marquee hangers, Still No. 41, Frances Langford, topping scroll which lists her citations "for services above and beyond the call of duty," both of which can be enlarged or reduced for lobby displays, ads, direct mailings by vet organization. Both available National Screen.

QUO VADIS MGM Rel. Date Jan. '52

NOTE: Film's release, though listed for January, will be slow and selective, probably not in any saturation until much later in year.

Additional:

QUO VADIS COIFFURES: Series of coiffures taught and promoted by nationally known M. Louis Hair Design Institute, consisting of N. Y. training center and chain of beauty salons in leading department stores. Hundreds of operators have already been trained to perform these hairdos.

Tie-in Tips: *This tie-in has already paid off in at least one pre-release situation via co-op ad. Promotion not necessarily confined to M. Louis-affiliate stores, can be promoted any situation. Hair styles are modern, sensible. For aid, information, contact: M. McKone, M. Louis Institute, 45 W. 34th St., N. Y. C.*

FLORISTS TELEGRAPH DELIVERY ASS'N: Newspaper ads, scheduled ads, scheduled for Christmas time, featuring Deborah Kerr, film credits, in key cities.

Tie-in Tips: *Promotion should furnish entree to florist windows and possibly special ads, even though picture will be played too late in most situations to tie in on the prepared ad. For aid, information, contact: FTDA, Detroit, Mich.*

TEA BUREAU: Color posters, 14x13, distributed by Bureau to about 50,000 grocery and drug stores, restaurants. General tea promotion, no brands specified.

Tie-in Tips: *Most local tea packers and distributors belong to Bureau, will cooperate with exhibitors in getting posters placed around town. Imprint theatre and playdate, name of brand handled by local packer. If local packer has no posters, order from: Bill Treadwell, Tea Bureau, 500 Fifth Ave., N. Y. C.*

QUO VADIS SWEATERS: Distributed by Pauker Boyswear to about 1,000 stores nationally.

Tie-in Tips: *No special ads or display material available. There is special still, available National Screen. For aid, informtion, contact: Mr. Appleby, Pauker Boyswear, 25 W. 31st St., N. Y. C.*

SPECIAL ACCESSORIES: 11x14 color print sets, for schools, libraries, churches, windows, lobbies, contest, street ballyhoo; set of 17, $2.50; order from National Screen. Peter's Speech to the Christians, for schools and churches, windows, lobbies. Local theatre imprint blotters, cut or mat style; order from National Screen. Mats for coloring contests, schools, libraries, newspapers, package stuffers, three different styles, cut or mat; order from National Screen. Full page mat for merchant co-op ads. Autographed star photos, 8x10, printed in blue on white paper stock; price, $4.75 per thousand, (minimum order). Bookmark, cut or mat, order from National Screen. Also complete set regular paper, including four different window posters, jumbo and gelatin cards, 40x60s, block 24- and 48-sheets, all available National Screen except 48-sheet, which should be ordered from MGM home office, 1540 Broadway, N. Y. C. Flags, pennants, buntings, marquee hangers, burgees and other fabric accessories available from Valley Forge Flag Co., 200 Fifth Ave., N. Y. C.

LOCAL TIE-UP STILLS: Tremendous number includes nationally advertised products like Parker pens, Royal typewriters, Pontiac cars, local possibilities like fashions, children's books, fruits, silver goblets, mirrors, fire insurance, books, thermos bottles, cameras, dancing schools, art supplies and pets. Stills are from production set and specially posed, all available National Screen.

MUSIC ALBUM: Two special display accessories, 3-color one-sheets for store windows and interiors, truck advertising and theatre lobbies; and streamer—bumper strips—narrow scotch tape streamers for windows and counter, in color; also for fastening to car bumpers.

TEN TALL MEN Columbia Rel. Date Current

Additional:

COMIC BOOK: Fawcett Movie Comic, for which Fawcett distribution personnel nationally will work with local exhibitors.

Tie-in Tips: *Best bet is local distributor of Fawcett Publications, for newsstand tack card, truck posters and windows. For name of distributor, other aid, contact W. Lieberson, Fawcett, 67 W. 44th St., N. Y. C.*

WEEKEND WITH FATHER U-I Rel. Date Jan. '52

LOCAL TIE-UP STILLS: Gigi Perreau merchandise stills, special set. Includes items like milk, ice cream, juvenile books, children's savings accounts, breakfast foods, jams, and bread. Order from U-I exploitation department, 445 Park Ave., N. Y. C.

WHEN WORLDS COLLIDE Paramount Rel. Date Current

Additional:

SPECIAL ACCESSORIES: Jumbo full-color herald. Cost: $55 per thousand. Available National Screen. Lobby display, 40x60, with snipes, for daily changes and 3-week or less daily teaser campaign. Copy: "See the greatest spectacle in motion picture history (snipe number) days from now!" Available free from pressbook editor, 1501 Broadway, N. Y. C.

THE WILD BLUE YONDER Republic Rel. Date Dec. '51

U.S. ARMY AIR FORCE: Complete tie-in, via official letter from the Chief of Staff, informing all Air Force installations of any kind to cooperate with theatres on showings of the film. Includes use of personnel, equipment for display, bands.

Tie-in Tips: *Local recruiting offices are best source of cooperation for most situations. Others will have added aid of nearby fields and training bases. Use Air Force directive as entree (obtain from exchange) and present plan of action. Personnel in charge will carry on from there. There are over 1,000 recruiting stations nationally.*

COMIC BOOK HERALD: This special accessory, in color, slanted for giveaways, uses action incident from film, gives full credits with room for theatre imprint. Price: $6.75 per thousand; order from Offset Programs, Inc., 653 11th Ave., N. Y. C.

NATIONAL PRE-SELLING GUIDE

Music Promotions

Listed here is a lineup of sheet music and records of music in forthcoming films or in pictures just released which may be used as a guide for tie-ins or for exploitation via disk jockeys, radio programs, etc.

Aaron Slick From Punkin Crick (Additional) (Paramount)
Records available: "I'd Like to Baby You," Robert Q. Lewis, MGM.

I'll See You in My Dreams (Warner Bros.)
Sheet music available: "I Wish I Had a Girl," Robbins Music, 799 Seventh Ave., N. Y. C.

Man in the Saddle (Columbia)
Sheet music available: "Man in the Saddle," Mills Music, 1619 Broadway, N. Y. C.
Records available: "Man in the Saddle," Tennessee Ernie, Capitol.

Meet Danny Wilson (U-I)
Sheet music available: "All of Me," Bourne Music, 799 Seventh Ave., N. Y. C.; "How Deep Is the Ocean," Irving Berlin Music, 1650 Broadway, N. Y. C.; "She's Funny That Way," "You're a Sweetheart," Robbins Music Corp., 799 Seventh Ave., N. Y. C.; "That Old Black Magic," Famous Music Corp., 1619 Broadway; "When You're Smiling," Mills Music, 1619 Broadway, N. Y. C.; "I've Got a Crush on You," New World Music Co., 488 Madison Ave., N. Y. C.; "A Good Man Is Hard to Find," Mayfair Music Corp., 1619 Broadway, N. Y. C.

Records available: Columbia records—Frank Sinatra album, includes same numbers as sheet music.

Purple Heart Diary (Columbia)
Sheet music available: "Anywhere," Bourne, Inc., 799 Seventh Ave., N. Y. C.; "Bread and Butter Woman," Mood Music, 1270 Sixth Ave., N. Y. C.

Records available: "Anywhere," Horace Heidt, Columbia; "Bread and Butter Woman," Danny Kaye and the Andrews Sisters, Decca.

When Worlds Collide (Paramount)
Sheet music available: "When Worlds Collide," free covers available Paramount Music Corp., 1619 Broadway, N. Y. C.

Air Time Aids

Listed here are recorded star interviews, radio scripts, and other air time selling aids available to exhibitors without cost from distributors. Also NSS TV trailer packages at the fixed rate.

The Big Night (UA)
Transcription platter, 1-min., 30-sec., 15-sec. spots, all open end. Free from Exploitation Dept., 729 Seventh Ave., N. Y. C.

Boots Malone (Columbia)
Transcription platter, 15- 30- and 60-sec. spots, all open end. Order from local exchange; shipped from N. Y.

Golden Girl (20th-Fox)
Transcription platter, two different type spots, first featuring film's stars Mitzi Gaynor and Dennis Day in song and chatter, second uses endorsements by personalities like Kate Smith, Tex and Jinx. Available pressbook dept., 444 W. 66th St., N. Y. C.

Man in the Saddle (Columbia)
Transcription platter, 15-, 30-, and 60-sec. spots, all open end. Order from local exchange; shipped from N. Y.

Meet Danny Wilson (U-I)
Three separate interview and spot platters: (1) open end transcription platter using Frank Sinatra interview to cue 20-minute program of five Sinatra recordings, for top-level disk jockey planting; (2) two transcriptions, five minutes each, combining Sinatra narration with songs; (3) 10 spots, including 1-min., 30-, 20- and 15-sec. announcements. Order all, free, from radio dept., U-I, Universal City, Cal.

Submarine Command (Paramount)
Transcription platter, featuring William Holden, 9 spots varying lengths. Available free from pressbook department, 1501 Broadway, N. Y. C.

Ten Tall Men (Columbia)
Transcription platter, 15-, 30- and 60-sec. spots, all open end. Order from local exchange; shipped from N. Y.

Two Tickets to Broadway (RKO)
Transcription platter, various length spots, open end. Available local exchange.

Weekend With Father (U-I)
Transcription platter, 10 spots, 1-min., 20-sec. and 15-sec. announcements. Also five-min. open end chatter platter, featuring Van Heflin interview. Order both from radio department, U-I Studios, Universal City, Calif.

When Worlds Collide (Paramount)
Transcription platter, spots of varying lengths. Available free from Pressbook Editor, 1501 Broadway, N. Y. C.

Pick of the Magazines

Listed are current and forthcoming pictures chosen by magazine editors for special citations, or recognition for specific qualities of merit—material which can be used by exhibitors for local level promotions, lobby displays and advertising copy.

The Blue Veil (RKO-Wald-Krasna) — Recommended in full-page review, Look, December 18.

Callaway Went Thataway (MGM) — Charm and Seventeen recommendations, January.

A Christmas Carol (UA)—Best Picture of the Month, January, Charm. Seventeen recommendation, January.

Come Fill the Cup (Warner Bros).)—Movie of the Week, Quick, December 3.

Decision Before Dawn (20th Century-Fox)—Recommended in January Redbook.

Detective Story (Paramount)—January recommendation, Woman's Home Companion.

Distant Drums (Warner Bros.)—Best Adventure Movie of the Month, January, Cosmopolitan. Coronet recommendation, January.

Hong Kong (Paramount)—Best adventure movie of the month, January, American magazine.

I'll Never Forget You (20th Century-Fox)—Best fantasy drama, January, American magazine.

I'll See You in My Dreams (Warner Bros.)—January American magazine, Best Musical of the Month.

I Want You (Goldwyn-RKO) — Movie of the Month, Esquire, January. Recommended in January issues of Seventeen and Woman's Home Companion. January Cosmopolitan citation.

My Favorite Spy (Paramount)—Best Comedy of the Month, January Cosmopolitan. Recommendations in Seventeen and Redbook for January.

Quo Vadis (MGM)—Award for Extraordinary Achievement, January, Parents' magazine. (Only second time in 25 years this award has been made to a motion picture.) Best Production of Month, January, Cosmopolitan. Esquire's February Movie of the Month. Redbook's "Picture of the Month" for January. Recommended in January Seventeen.

Ten Tall Men (Columbia)—Special Cosmopolitan Citation, January. Seventeen recommendation, January.

Too Young to Kiss (MGM)—Picture of the Month, January, Modern Screen. Recommendations in January Charm and Woman's Home Companion.

Weekend With Father (Universal)—Best Comedy of the Month, January, American magazine. January Coronet recommendation.

Westward the Women (MGM)—Seventeen Picture of the Month Award, January. Recommendations in January Charm and Woman's Home Companion.

Tie-In Contests

Quo Vadis (MGM)
National prize contest, based on best cooperative window display for Grosset & Dunlap dollar reprint of the novel, "Quo Vadis." Open to book dealers, Grosset & Dunlap field men, MGM field men and theatre managers. Prizes: $100, $50 and $25 defense bonds for book store dealers, and same for book field men; gift packages of 12 books for MGM field men and theatre managers. Theatre managers should contact biggest and best book store which will probably order book if it already hasn't; get name of book publisher's field man; aid in window display by supplying stills, accessories, making certain that theatre, playdate get prominent credit. Send photo of display to Dan Terrell, MGM, 1540 Broadway, N. Y. C. No set date for contest closing. Book itself has two-color wrapper with film art, stills, credits. For other aid, information, contact T. C. Anderson, Grosset & Dunlap, 1107 Broadway, N. Y. C.

National Tie-In Directory

Where to write directly for information regarding contests, merchandising tie-ins, and other pre-selling aids.

Columbia Pictures Corp: Harry McWilliams, Exploitation Director, 729 Seventh Ave., New York 19, N. Y.

Lippert Productions: Marty Weiser, 5746 Sunset Drive, Hollywood 37, Calif.

Metro-Goldwyn-Mayer: Dan S. Terrell, Exploitation Director, 1540 Broadway, New York 19.

Monogram Pictures Corp: John C. Flinn, 4376 Sunset Drive, Hollywood 37, Calif.

Paramount Pictures Corp: Fred Goldberg, Promotion Manager, 1501 Broadway, New York 19.

RKO Radio Pictures, Inc.: Exploitation Director, 1270 Sixth Ave., New York 20.

Republic Pictures Corp.: Steve Edwards, Advertising and Publicity Director, 1790 Broadway, New York 19.

20th Century-Fox: Stirling Silliphant, Promotion Director, 444 West 56th St., New York 19.

United Artists Corp.: Leon Roth, Promotion Manager, 729 Seventh Ave., New York 19.

Universal-International: Jerry Evans, Promotion, 445 Park Ave., New York 22.

Warner Bros.: Abe Kronenberg, 321 West 44th St., New York 19.

'Royal Tour' Unveiled In Ottawa by NFB

OTTAWA—Interest in film, theatre and government circles centered in the release this week (20) of the special National Film Board production, the feature-length "Royal Journey" which is a record in color of the Canadian visit of Princess Elizabeth and Prince Philip.

The picture was unveiled Thursday afternoon at the Nelson, 20th Century Theatres unit, before a distinguished gathering, followed by a reception for invited guests in the committee room of the House of Commons in the parliament buildings.

Later, more guests attended the offiical premiere in the Capitol Theatre here where the NFB feature was to open its first run engagement. The film has been booked by the Famous Players' circuit, with Columbia Pictures of Canada handling distribution.

"Royal Journey" is having a four-theatre first showing in Toronto, tentatively booked into the Victoria, Eglinton, Palace and Runnymede there.

The royal tour was filmed by three mobile units, manned by 17 members of the NFB, directed by David Bairstow, with Tom Daley as executive producer.

The first color stock of its kind used in Canada had to be transported by Eastman laboratories in special containers which kept the storage temperature at 50 degrees, with humidity at 50 per cent, the shipping cases being packed in dry ice.

For final processing, the color film was sent to the Tri-Art Color Corp. laboratories in New York, it was stated by T. W. VanDusen of NFB. The new film was described as "a negative-positive color process."

The chief cameraman was Osmond H. Borradaile of Winnipeg, a former associate of Robert Flaherty. His camera record includes the Coronation of the king and queen in 1937, "Sabu," "Elephant Boy," "Four Feathers," "The Macomber Affair," "Scott of the Antarctic" and "The Overlanders."

Jack Pechet to Launch Vancouver Office

VANCOUVER—Jack Pechet, head of Canadian Screen Publicity, on his recent visit to the western provinces, concluded arrangements for opening an office here and now is located in the Film Exchange building at 1208 Burrard St. Howard Boothe, who recently retired from Odeon, has agreed to devote some time to organizing and establishing the territory. Howard and Harry Rosenbaum operated the same type of business very successfully for many years before Howard sold out and built the Dunbar Theatre. The Dunbar then was sold to Odeon, becoming the first unit of Odeon's exhibiting activities in Canada.

Howard then allied himself with Odeon and spent his time organizing the British Columbia circuit. Over 30 theatres were built and acquired in this territory. He remained with the Odeon organization as district manager until a few months ago.

Boothe was noncommittal about how active he intended to be with Pechet's Screen Broadcasts Advertising Films, but he did say he was contemplating an early trip south with his wife, who is convalescing after a prolonged illness.

St. John's Firm to Make Government Pictures

ST. JOHN'S, NFLD.—The Newfoundland provincial government has commissioned Motion Picture Supplies, Ltd., here to produce and shoot films of industrial development sponsored by the government. The first in this documentary series was Progress Report, timed for a half hour screening, and filmed on the health and welfare program and with attention to the birth of the government's industrial plans, which involves subsidization of industries.

Derek Marshall

The premiere of the first production was at a club in suburban St. John's, with a cocktail hour preceding. The showing was for politicians, businessmen, etc. Derek Marshall heads Motion Picture Supplies, and including production operations. Indications are that at least a half dozen 30-minute films will comprise the series, and with various parts of the island to be covered. The films will be completed and released during 1952. They will be available to theatres not only on the island but elsewhere through Canada.

Ontario Ass'n Elects H. S. Mandell Again

TORONTO—Harry S. Mandell of Toronto was re-elected president of the Motion Picture Theatres Ass'n of Ontario, along with other officers, at a meeting of the board of directors.

J. D. McCulloch, independent exhibitor of Patrolia, was renamed vice-president, and Lou Rosefield, owner of the Westdale, Hamilton, will continue as secretary-treasurer. The executive secretary is Arch H. Jolley. Committee chairmen elected were: membership, Harland Rankin, and budget and finance, Morris Stein of Famous Players. Mandell is secretary-treasurer of 20th Century Theatres, Toronto.

Franklin Finds Composer

ST. JOHN—A recent exploitation by Mitch Franklin, vice-president of the Franklin & Herschorn circuit, was locating the composer of a song used in a picture and "bicycling" him between two theatres where the film, "Square Dance Katy," was current. The tunesmith is C. Raleigh Keith of Sussex, N. B., about 44 miles east of here, and he was introduced from the stages of the Mayfair and Regent as the composer of "You Hold the Reins." The songwriter is a bookkeeper for a contracting firm.

Coronet Production Up

MONTREAL—Coronet Television Corp. reports a 19 per cent production increase in October over the previous month and a 27 per cent increase in November. William Hurwitz, president, says the total increase in 55 days exceeded 65 per cent. He estimated that December production will be at least 40 per cent over November's figures. Hurwitz said "cash receipts for November sales exceeded $100,000.

Voters in Vancouver Defeat Sunday Bill

VANCOUVER—City voters here have once more defeated the Sunday films measure, this time by a majority of 6,500 votes. The measure would have provided Sunday entertainment here, including motion pictures and professional sports, but the church vote expressed strong opposition.

Those seeking open Sundays in Vancouver will bring the question up again in municipal elections next year. They pointed out the vote this year was smaller than a year ago.

Theatremen and other workers in local theatres still are not in favor of Sunday shows here, since most workers object to working on the Sabbath. Just before the civic election the Vancouver Sun said editorially:

"Some church people and others are standing on very unstable ground when they insist that the Lord's Day act, as it now stands, and as it is applied under British Columbia regulations, is a fit and unalterable law for this day and age.

"I think the compulsory day of rest is grand for everybody. But I say it is a downright fool law which says that people may not go to a Sunday night movie until one minute past midnight.

"The fact is that theatre staffs do now work not only on Sunday night, but till 3 a. m. Monday morning. If the Sunday movies are to be banned, it should be till 8 a. m. Monday.

"I think it is also a grossly unfair law which is so full of loopholes that the well-to-do can go by thousands to golf clubs on Sunday (where that commercialized sport operates on a seven-day basis) but that the ordinary Joe who prefers baseball or football to golf cannot have his fun the way he can afford it."

Midnight New Year Shows Set Up for Toronto

TORONTO—With the Toronto board of police commissioners authorizing midnight performance, preparations are rolling ahead for special programs for New Year's eve at local theatres. Tentative New Year bookings include "Starlift" at the Imperial; "Sailor Beware" at Shea's and the Eglinton, "Elopement" at the University and Nortown, and "Ten Tall Men" at the Odeon.

Christmas attractions have been outlined as follows: Imperial, "My Favorite Spy"; Loew's, "Double Dynamite"; Odeon, "Aladdin and His Lamp"; Shea's "Golden Girl," and Uptown, "Weekend With Father."

Prohibit Xmas Eve Shows

TORONTO—A bylaw of the board of police commissioners has been amended to prohibit midnight shows at local theatres on Christmas eve because such performances compete with many church services at the same hours. Local exhibitors will be allowed to conduct owl shows in conjunction with Boxing day, a legal holiday which immediately follows Christmas.

Begin in First Grade

The use of motion pictures for educational purposes in Austria is begun in the first grade of the elementary schools.

M A R I T I M E S

The Star at St. John's, Nfld., which has been leased by Famous Players, is a frame building with a wide opening. The exit is on the right side. FPC succeeded Jackman & Condon as the lessee. Under the Jackman & Condon regime, the only advertising on the front of the building was a wooden sign bearing two stars and the words, "The Home of First Class Pictures." The seating capacity is about 1,000.

The film distributors association in the maritimes is headed by Lou Simon, president; A. Lee-White, vice-president, and Jack Bellamy, secretary-treasurer. Simon is manager for Columbia, White for RKO, Bellamy for E-U . . . In behalf of "Angels in the Outfield" at the Halifax Paramount, Manager Freeman Skinner arranged for a plug in a local sports column. The columnist went out on a limb to endorse this baseball picture in what is considered the best baseball center of the maritimes. The scenes in the film were particularly cited for all fans who like the diamond game.

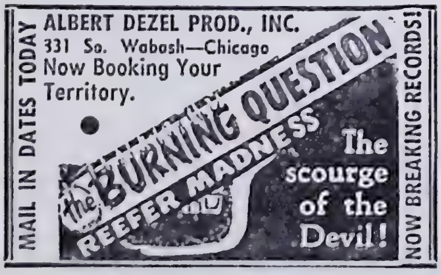
One of the recent appointees to the life-tenured senate of Canada is Mike Basha, owner of the Humber Theatre at Humbermouth, Nfld. Basha finds it necessary to spend the bulk of the winter attending the senate session in Ottawa. He is believed to be the only Canadian exhibitor holding a seat in the senate . . . Times of afternoon performances differ at the Cornwall in St. John's. On Mondays and Thursdays matinees are at 4:30; on Tuesdays, Wednesdays and Fridays they open at 2:30, and on Saturdays at 2, with one show prevailing each afternoon except Saturday. The Cornwall now is a late unit in the FPC lineup, after several years of operation by the owning company, the Cornwall Theatre Co.

The Kiwanis club of suburban Lancaster has elected Les Sprague, manager of the Gaiety in Fairville, as president. Members of the St. John Kiwanis club are Jimmy Mitchell, manager of the Capitol, and Mitch Franklin, vice-president of the Franklin & Herschorn chain . . . The chief assistant of Art Fielding of the Capitols at Bridgewater and Digby and the Avon at Bridgewater is his son Ron. Ron lives at Bridgewater and uses plane, car and motorboat in his travels. The son started in his dad's business when both lived in the St. John area (at Renforth-Riverside), and the senior Fielding was general manager for the Spencer chain. Both father and son are skilled sailors of both power and sailboats, and during the summer and fall spend some of their time on the salt and fresh water.

A new car was to have been the top prize for a giant bingo party in the stadium at Grand Falls, Nfld. Tickets sold at $5 each until the Mounties ordered cancellation and refund of all the money collected, which proved difficult for the promoters. New cars have been presented at bingo parties held at Corner Brook and Gander in recent months, without police interference. Bingo is progressing on a big scale in St. John's, but hasn't reached the new car stage as yet. One claim heard from Grand Falls is that film exhibitors have objected to the car and the $5 fare.

Sam Babb, manager of the Mayfair here, didn't have to go beyond his home for exercise for a spell recently. He installed all the storm windows of his suburban home (Fairville) without aid, and this involved wrestling with about 36 of the windows. It was quite a task for an office worker, he reports, and one he is not likely to repeat, convincing him he is heading into the sere and yellow stage.

Several requests have been made by theatre operators on Newfoundland for civic sanction to the installation and operation of coin machines in theatre lobbies. At Wabana, Manager R. Costigan of St. Pat's Theatre has sought approval for use of candy, beverage and popcorn machines in the lobby. If permission is granted, the plans call for modernizing and enlarging the lobby and also the theatre front. The St. John's city council has been asked to approve use of candy, pop and popcorn machines in the Capitol, Paramount, Cornwall and Star, all now in the FR chain. A number of other exhibitors are reported to be considering installation of the venders in the theatre lobbies, if the consent of civic governments can be obtained.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Diplomatic Incident Gets Publicity for 'Tall Men'

OTTAWA—An advertising stunt in advance of the picture's engagement at the Elgin resulted in a diplomatic incident in Ottawa's official circles and brought further publicity for the feature.

The suggestion was made that "Ten Tall Men" were wanted for the French Foreign Legion, which brought the announcement from the French embassy that France was not seeking recruits in Canada for its famous unit. The intimation was made that any such step would have to be made through diplomatic channels.

Art Films Held Over

TORONTO—"Laughter in Paradise" was good for an 11th week at Yvonne Taylor's International Cinema in North Toronto. The Towne Cinema turned to a new picture, also British-made, "Mister Drake's Duck." At the Studio on College street, Lionel and Bob Lester currently showed "Die Fledermaus."

Toronto Gross Drops In Yuletime Season

TORONTO—What with yuletide shopping, snow and low temperatures, the seasonal slump was being felt by Toronto theatres and engagements were being juggled for the most effective opening dates for holiday attractions. Two features were held for a second week, "An American in Paris" at Loew's and "The Lavender Hill Mob" at the Hyland.

(Average Is 100)

Biltmore—**The Soul of a Monster** (Col); **Cry of the Werewolf** (Col), reissues	90
Fairlawn—**A Christmas Carol** (UA); **Queen for a Day** (UA)	95
Hyland—**The Lavender Hill Mob** (JARO), 6th wk.	80
Imperial—**The Tanks Are Coming** (WB)	95
Loew's—**An American in Paris** (MGM), 6th wk.	85
Odeon—**FBI Girl** (LP)	85
Shea's, Eglinton—**Submarine Command** (Para)	90
Tivoli—**The Day the Earth Stood Still** (20th-Fox), 2nd d. t. wk.; **Sentimental Journey** (20th-Fox), reissue	85
University and Nortown—**The Well** (UA)	90
Uptown—**The Light Touch** (MGM)	90
Victoria—**The Girl From the Marshes** (Cardinal), 2nd wk.	95

Vancouver First Runs Slump In Usual Holiday Shopping

VANCOUVER—The pinch of Christmas holiday shopping on boxoffice receipts was felt along downtown theatre row. Matinee business was way off. Weekend business was only fair.

Capitol—**Let's Make It Legal** (20th-Fox)	Fair
Cinema—**Tomorrow Is Another Day** (WB); **Romance on the High Seas** (WB)	Good
Dominion—**Jim Thorpe—All American** (WB); **Angels in the Outfield** (MGM)	Fair
Orpheum—**Come Fill the Cup** (WB)	Good
Paradise—**Streets of Sorrow** (Cardinal)	Good
Plaza—**The Raging Tide** (U-I); **Feudin,' Fussin' and a-Fightin'** (U-I)	Fair
Strand—**Close to My Heart** (WB)	Fair
Studio—**It Happened in Europe** (JARO)	Poor
Vogue—**The Lavender Hill Mob** (JARO), 3rd wk.	Average

Canada Urged to Produce Pictures for Children

MONTREAL—Production in Canada of special films for juvenile audiences and educational documentaries illustrating Canadian life and government administration, was urged in an address here by Prof. D. O. Evans of McGill university.

Evans, one of the founders of the National Film society and a former president of the Vancouver Film society, said that motion pictures should be an instrument of national service. "Their quality of entertainment should not be abandoned by any means," he said, "but the educational potentialities of films should also be put to use."

Films about the country and its government and directed toward making the population "politically and socially conscious," should be produced under the sponsorship of the film board and government agencies, he said. "Motion pictures could be a potent instrument in molding the nation's mind."

Speaking of the need for pictures slanted for juvenile consumption, Evans noted that other mediums of entertainment such as radio and books are catering to children. "Special radio programs and children's books are often educational. And why should motion pictures not be used? They are a much more striking means of influencing children," he declared.

Evans, who three months ago returned from a two-year tour of Europe to teach romance languages at McGill, said European films possess more artistic qualities than those produced in Hollywood.

VANCOUVER

Bob Holm of Holm Equipment Service flew to Alliance, Alta., and installed projectors and a sound system in the Community Theatre . . . Sharpe Theatre Supply Co. of Calgary installed a pair of Motiograph machines and soundheads, amplifier and speaker system at the Plaza, suburban theatre in Calgary . . . Bill Forward, manager of General Theatre Supply Co. of Vancouver, has completed the installation of Simplex projectors in the Famous Player Broadway at Vancouver.

Arthur Crute of the Plaza staff and a Canadian Picture Pioneer was married to Mrs. Gertrude Boden of Vancouver . . . It is reported that Stan Trout of the Hope Theatre, Hope, will build a new theatre at Merritt in the interior. The town now is serviced by the 350-seat Rex. Population of the town is 1,300 . . . Kervin Fitzgibbons, head of the drive-in division of Famous Players, was in town on an inspection visit . . . Perry Wright, manager of Empire-Universal, was on Vancouver Island on a sales trip . . . Henry Rosson of Regina was reelected head of the western Canada conference of the American Federation of Musicians. George Leach of Vancouver was elected vice-president.

New president of the Calgary Exhibition and Stampede is George Edworthy, succeeding James B. Cross. Annual report showed the Stampede finished the 1951 fiscal year with a surplus of $213,614. Total income for the year was $600,881. Largest single revenue item was $308,003, representing gate and grandstand receipts for the 1951 Stampede and Exhibition . . . Five local projectionists were married recently. They are Alex Walker of the Alma; Eton Woolley of the Rio; Merle Wilson, Broadway; Robert Dauphinee, Fraser, and Art Crute, Plaza.

Projectionist Local 348 elected the following officers for 1952: President, A. E. McManus, Columbia, New Westminster; vice-president, Bob McEwan, Stanley; secretary, Jim Baldwin, Sapperton, New Westminster; business agent, Les Walker, Dunbar; treasurer, Frank Smith sr., Kerrisdale; recording secretary, Dave Smith, Main Theatre; member at large, Nip Gowen jr., State; sergeant at arms, Mike Hall, Metro Theatre, New Westminster; auditor, Lloyd Pantages, Odeon-Hastings. The meeting also named three delegates to the convention to be held at Minneapolis in 1952. They are Douglas Calladine, Studio; Frank Smith jr., Colonial, and A. E. McManus, Columbus, New Westminster. Annual report of the secretary, showing a successful year with a new two-year agreement with a 35-cent per hour increase, was submitted.

The film exchange back shop local B-71 new slate of officers for 1952 includes president, Lurc Doucette, Empire-Universal; secretary, George Hislop, 20th-Fox; business agent, Rod McArthur, MGM; recording secretary, Frances Coombes, JARO . . . Seven films were placed in Adult Entertainment Only classification by the provincial board of censors. They are: Crooked Way, No Questions Asked, He Ran All the Way, A Streetcar Named Desire, Streets of Sorrow (passed on appeal), Women in the Night and Try and Get Me.

Work on Microwave Setup Started in Canada

MONTREAL—Work is proceeding on Canada's first microwave relay system, scheduled for completion in 1953. Connecting Montreal, Ottawa and Toronto, the net will bring Canadian TV fans a television hookup between these cities as well as providing facilities for carrying hundreds of additional telephone calls. A spur on the west end of the network will connect Toronto with Buffalo so that U.S. television network shows also may be brought in.

Northern Electric engineers are associated with engineers of the Bell Telephone Co. on the project, while Northern installers will put in the receiving and transmitting equipment, including emergency power equipment for each of the system's 15 relay stations. Relay stations are located at 15 points about 30 miles apart in southern Ontario and Quebec.

In addition to the relay stations, a special control office will be located at Kingston, Ont., to act as a sort of watchdog over the net. This office will house emergency equipment to guard over the operation of each relay station.

CBC television stations in Toronto and Montreal will "at best" begin operations in the summer of 1952. A. D. Dunton, chairman, said CBC had hoped to have the stations in operation last September but work was delayed by shortages of materials, particularly structural steel. CBC now hopes to have the stations operating by next summer, but he stressed that was only a "hope." It all depends on delivery of steel.

Dunton made the statements as the House of Commons Radio committee concluded public sittings for this session of Parliament. He disclosed that the CBC board of governors does not plan to consider applications for privately owned television stations until the CBC has national programs available. Dunton said the board agrees with a recommendation of the Massey commission on arts and sciences that there should be no license granted for private TV stations until CBC national programs are available. The board likewise agreed with the commission that private stations should serve as outlets for CBC national programs. The CBC's stations in Toronto and Montreal would serve as production centers.

Foreign Exchange Control Abolished in Canada

OTTAWA—The Canadian government has wiped out its foreign exchange control regulations, effective since the start of World War II in 1939, thus freeing the international exchange of funds. The duty on imported merchandise, including films and accessories, is not disturbed, but financial transactions are unrestricted.

One effect of the order will be that film distributing companies in Canada will be able to make payments in full to home offices in the United States and other countries on the free financial market without dealing through the foreign exchange control board, which no longer will operate.

The Canadian dollar has been approaching parity with the U.S. dollar in recent weeks, which actually means increased revenue from Canada for Hollywood producers and distributors.

In like manner, the investment of U.S. interests in the Dominion has become closer to par valuation.

MONTREAL

Approach of Christmas brought a host of exhibitors to Filmrow. Among them were Edouard Gaunthier, Eden, Sorel and Drummond, Drummondville, who had been on a trip to New York; Abbe R. DeBlois, Centre Paroissial, Thetford Mines; Charles Tremblay, Clarence, Baie St. Paul; Mr. and Mrs. Roland Menard, Letter-Met, Greenfield Park; Mr. and Mrs. G. Martineau, the Royal, Valleyfield; Paul Gendron and Dick Allaire, co-owners of the Victoria, Victoriaville; Georges Champagne, the Champagne circuit, Shawinigan Falls; Tony Yanakis, the Laurentian, St. Gabriel de Brandon; Philip Karibian, Pine, Ste, Adele; L. Lusignan, Rex, Contrecoeur; James Robertson, Fifth Avenue, Rawdon, and Guy Bachand, Rex, Sherbrooke.

Mr. and Mrs. Alex Chouinard, owners of the Princess and the Imperial, Quebec City, distributed gifts to bookers on Filmrow . . . Tom Dowbiggin, Montreal district manager, Paramount, was host at the exchange's annual party December 20 . . . Gerry Chernoff, Montreal manager, 20th-Fox, welcomed guests to a Christmas party December 18, when the office was bedecked with Christmas trees . . . Harry Feldman, long associated with the film industry in Montreal, died at his home here . . . Ken Snelgrove, RKO salesman, is on a business trip to Baie Comeau and Seven Islands . . . Ted Atkinson, manager of Cardinal Films, has been visiting Shawinigan Falls and Grand-Mere.

Mel Johnston, head of the amalgamated advertising departments of United Amusement and Confederation Amusements, observed his 25th wedding anniversary with a family reunion. Before Johnston left his office that afternoon, he was congratulated and given a check contributed by executives and staff of both companies . . . Auditors S. D. Portner and I. Titlebaum are auditing the books of Quebec Cinema Booking . . . "Savage Justice," a film about Australia, is showing at the Avon and Strand.

Documentaries formed part of the entertainment at a number of Christmas parties given by industries. A farm film produced as a tribute to North American agriculture by Massey-Harris was introduced by President J. S. Duncan, who addressed 200 business leaders . . . "The Magic Key," a film designed as "part of the answer to the critics of advertising," was shown to the Advertising & Sales Executives club . . . The projected immense aluminum and power plant in British Columbia on which the Aluminum Co. of Canada will spend hundreds of millions of dollars, was pictured in a film, "Nechako Survey" at the Montreal Electrical club.

Bob Johnson, Montreal manager for J. Arthur Rank, will spend his Christmas holidays in Winnipeg, leaving by plane and spending eight to ten days there visiting his mother and family . . . Del Buckley, office manager and head booker of RKO in Montreal, will spend the Christmas vacation in St. John, N. B., where he will visit his parents.

Schools Provided With Equipment

More than a thousand schools in Austria are provided with silent motion picture equipment and ten with sound projection.

OTTAWA

Gordon D. Beavis, manager of the Odeon, has booked the Lyres choir of the Glebe Collegiate institute for stage appearances daily for Christmas . . . The French feature, "Panique," and a group of National Film Board shorts, made up the third program of the season Sunday afternoon at the Glebe in the series of the Ottawa Film Society, which was attended by some 500 people . . . J. J. Fitzgibbons, president of Famous Players Canadian, was one of the speakers at the fifth conference of Canadian information abroad at the Seigniory club, swanky resort in the Ottawa valley. Numerous government officials took part in the forum.

The electorate of Pembroke rejected a proposal for an open Sunday in the Ottawa valley town when they voted two to one against the move in an election referendum . . . On the strength of an intensive exploitation campaign in the district, "One Foot in Heaven" was held an extra three days at the Winchester in Winchester, a 413-seat unit of National Theatre Services.

Graeme Fraser, general sales manager of Crawley Films, has been elected a director of the Rotary club of Ottawa. Gord Beavis of the Odeon is a member of that club . . . Hy Bessin of the Glebe has a daily tie-in with Ottawa radio station CKOY for a mystery tune contest in which the theatre provides passes as prizes . . . The Eastview staged a canned goods show for juveniles Saturday morning (15), under the auspices of the recently organized Eastview Lions club. Contributions are being distributed among the needy of the community to augment Christmas fare.

Manager Harry Yudin of the Centre, Peterboro, had a worthwhile crowd at the special performance of the film, "Die Fledermaus," Thursday (13), at advanced prices, despite the holiday shopping spree . . . The federal cabinet has approved the appointment of J. A. Ouimet, television engineer, as assistant general manager of the Canadian Broadcasting Corp.

Stage Show Material Urged For Appearances of Stars

From Mideast Edition

CLEVELAND — Personal appearances of stars without proper entertainment material do not benefit the pictures they are exploiting in the opinion of W. Ward Marsh, Plain Dealer film editor.

"The day of merely looking at nice, friendly stars has passed," Marsh wrote, following the appearance of Donna Reed and John Derek on the stage of the Palace for the opening of "Saturday's Hero."

"The spectator expects his stars to do something on the stage . . . something more than merely appearing . . . and evincing warm, sympathetic personalities. This is no adverse criticism against these charming young people. Rather it is against the concern which sends them out and expects them to conquer without proper entertainment material. I am sure," Marsh concludes, "that they have done themselves no harm, but by the same token, neither have they done themselves nor their picture any particular good."

The article closes by saying that "'Saturday's Hero' is on my highly recommended list."

Formal Night at Theatre To Be Tried in 45 Houses

MONTREAL — Archibald Jolley, executive director of the Canadian Motion Picture Industry council, announced that 45 Ontario theatres will try "Curtain 8:30."

Every Thursday evening all seats in the theatres will be reserved, a "superior" film will be shown, the manager will wear a dinner jacket, no popcorn or candy will be sold and a premium price will be charged.

Tested for the last four weeks in an Orillia, Ont., theatre, the scheme has proved so successful that two chains and a number of independent theatres plan to adopt it, Jolley said.

After 20 Years, St. John Empire Goes First Run

ST. JOHN—After being a subsequent run house since it was opened about 20 years ago, the Empire has gone first run with a Zane Grey double bill, "The Thundering Herd" and "Light of the Western Stars." Seating capacity is about 800 and location in the center of the city is slightly off the beaten track.

Demerson & Vassis operate on a lease from the Knights of Columbus, building owner. Duals will prevail permanently with changes three times weekly.

TORONTO

Morris Stein of Famous Players, former chief barker of the Variety tent here, was feted for his welfare work in connection with Variety Village in a ceremony at city hall in which he was given an official momento by Mayor H. E. McCallum . . . Manager E. M. Rawley of the Royal Alexandra, ordinarily a stage theatre, has brought back "Fantasia" as the annual Christmas attraction.

The house committee of Toronto Variety arranged a special yuletide treat for George Milton, manager of the clubrooms. A purse was made up of donations from numerous barkers. Chairman of the committee is Ernie Rawley . . . Barbara Ann Scott, star of the Hollywood Ice Revue, spent a pre-Christmas layoff at home in Toronto, before rejoining the show in Chicago December 24.

Matt Park of Calgary, officer of the Alberta Theatres Ass'n, wrote Arch H. Jolley of the MPTA of Ontario after a trip to eastern Canada that he had driven home in a new Cadillac. Park reported that Alf Shackleford of Lethbridge had succeeded Ken Leach as president of the Alberta association . . . Special features were staged for the first anniversary week of the State at Hamilton, Ont., by M. Wiwchar, independent owner.

Jack Karr, film critic of the Toronto Daily Star, now is running a column of film comment in the weekend Edition of Star Weekly . . . Simon Meretsky, widely known exhibitor of Windsor, has married. His first wife and her sister were killed in an accident in 1949 . . . Meyer Axler, manager of theatre operations for 20th Century Theatres, has confirmed recent managerial changes as follows: Verdun Marriott of the Columbia, St. Thomas, has gone to the Park, St. Catharines. Frank Paul went to the Centre, London, and Max Davey went from the Centre to the Elmwood, London. Another Marriott, Lavergne J., has gone to the Columbia at St. Thomas from Ottawa.

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The EXHIBITOR HAS HIS SAY ABOUT PICTURES

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

Girls of the Road (Col)—Reissue. Ann Dvorak, Helen Mack, Lola Lane. Doubled with "Girls Under 21" and did some business in midweek (Tues., Wed., Thurs.), with a little exploitation. Book these in today and make a few bucks. Weather: Clear and fairly cool.—Melvin Edel, State Theatre, Centralia, Ill. Family trade. ***

Hills of Utah (Col)—Gene Autry, Pat Buttram, Elaine Riley. This time Gene Autry plays a doctor. It is a good picture and does good business. Play it, if you are in a small town. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town trade. ***

Raiders of Tomahawk Creek (Col)—Charles Starrett, Smiley Burnette, Edgar Dearing. Ol' Smiley plays detective and his generous number of wacky disguises were enough to bring a chuckle out of some of the most callous action fans. Doubled with "He's a Cockeyed Wonder" for pleasing results. Played Fri., Sat. Weather: Cold, rain, snow.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town patrons. ***

When the Redskins Rode (Col)—Jon Hall, Mary Castle, James Seay. This is just a little too rugged. Why not let the Indians rest a while? Played Fri., Sat. Weather: Bad.—Edwin A. Falk sr., Roxy Theatre, Billings, Okla. Farmer, oil field worker patrons. *

LIPPERT PRODUCTIONS

Hollywood Barn Dance (LP)—Ernest Tubb, Lori Talbott, Red Herron. If your patrons enjoy good hillbilly music, you can't go wrong in playing this one. I enjoyed the music myself as well as my patrons did. Played Wed., Thurs. Weather: Fair.—R. D. Gibbons, Mars Theatre, Falkville, Ala. Rural trade. *

Savage Drums (LP)—Sabu, Lita Baron, H. B. Warner. This is the poorest picture shown for months. You'll be sorry if you buy it, if you have my experience. I had nothing but kicks from my audience. Played Tuesday. Weather Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town, rural trade. ***

METRO-GOLDWYN-MAYER

○**Great Caruso, The (MGM)**—Mario Lanza, Ann Blyth, Dorothy Kirsten. Too many average moviegoers had seen this elsewhere and they panned it, so almost everyone here was afraid to see it. It did near average business for musicals—about 85 per cent at the boxoffice. Played Sun., Mon. Weather: Fair.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. ***

○**Great Caruso, The (MGM)**—Mario Lanza, Ann Blyth, Dorothy Kirsten. Although I plugged the picture in the same manner as my friend Bill Danelz of Elmore, Minn., did, with lucky fan photos, etc., it still failed to draw, although we did have several people who came to see it twice, but we didn't have enough of those here. The picture was excellent. Maybe Thanksgiving day was the wrong day to play it—too much turkey, huh? Played Wed., Thurs. Weather: Fair and cold.—G. P. Jonckowski, Lyric Theatre, Wabasso, Minn. Small town, rural trade. *

Grounds for Marriage (MGM)—Van Johnson, Kathryn Grayson, Paula Raymond. I had a full house but I made it on Sunday—had the finalists of the high school talent contest on my stage and let the audience select the winner. I gave Books of Happiness for prizes. Then Mon., Tues. this did the business it deserved—nothing. It is a very poor offering considering the talent they had to work with, but the story smells. If you haven't bought it yet, I'd say see it first. Weather, Cool.—Bob Walker, Uintah Theatre: Fruita, Colo. Small town, rural trade. ***

Mrs. O'Malley and Mr. Malone (MGM)—Marjorie Main, James Whitmore, Ann Dvorak. I enjoyed an amazing lack of customers for this epic. However, all four stayed to the bitter end. There is one outstanding result of shows like this, and that is my solid agreement with my customers. I wouldn't have walked across the street to see it myself. Played Wed., Thurs.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Rural, small town trade. **

People Against O'Hara, The (MGM)—Spencer Tracy, Pat O'Brien, Diana Lynn. This is a well-made drama, with Spencer Tracy as a lawyer and Pat O'Brien as a detective. Business was good and made a profit. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town trade. ***

Rich, Young and Pretty (MGM) — Jane Powell, Danielle Darrieux, Wendell Corey. This is an excellent musical show in lavish Technicolor which did a nice business for me and made me a little money. Play it on your best time. Played Tues., Wed., Thurs. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town trade. ***

New Customers at Benefit Come Every Week Now

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN (U-I)—Bud Abbott, Lou Costello, Nancy Guild. This picture was tied up with the local Sarnacks Hockey club. Its members sold the tickets and really did a good job. The place was so jammed it took a 15-minute intermission to straighten things out. We had people that had never seen a movie for 20 years, and now they come every week. The picture itself is not a giant attraction but if your crowd likes A&C, this should please. The distributor made the most, we came in second, and the Sarnacks came in third. Only one thing worries us. The money the hockey club made is going into hockey equipment, so it looks as if there will be hockey games in Whitemouth—could this mean opposition?—Don Haig, Paramount Theatre, Whitemouth, Manitoba.

Says Betty Every Sunday Would Solve Worries

MEET ME AFTER THE SHOW (20th-Fox)—Betty Grable, Macdonald Carey, Eddie Albert. Betty Grable in a Technicolor musical always means good business for me, and this was no exception. If I could have pictures this good every Sunday, I could stop worrying about business. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town trade. ***

MONOGRAM

Big Timber, The (Mono)—Roddy McDowall, Jeff Donnell, Lynn Thomas. This is a good action picture in the lumber industry. The draw on it was fair. Played Fri., Sat. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining trade. ***

Jiggs and Maggie Out West (Mono)—Joe Yule, Renie Riano, George McManus. I commented in BOXOFFICE a year or so ago about another picture like this of Maggie and Jiggs, and I said it would not draw, which was not liked by some; but again I will say, this series is no good here. What's the use of playing something your patrons don't like? Maybe my patrons are just too darned hard to please, but from the comments in BOXOFFICE, Bob Walker in Fruita, Colo., is the only one that can do anything with these. Played on best playing time, the weekend. Weather: Good.—Sam Holmberg and Buster, New Regal Theatre, Sturgis, Sask. Rural trade. ***

PARAMOUNT

At War With the Army (Para)—Dean Martin, Jerry Lewis, Polly Bergen. We really don't know how to comment on this one, as it was about fifty-fifty. Half seemed to think it all right and the other half thought it smelled, so what can I say. Myself, I laughed myself silly. Played Sat., Mon. Weather: Good.—Sam Holmberg and Buster, New Regal Theatre, Sturgis, Sask. Rural trade. ***

Branded (Para)—Alan Ladd, Mona Freeman, Charles Bickford. This is an exceptionally good superwestern in color. It was enjoyed by our patrons very much. Played Sun., Mon. Weather: Fair.—R. D. Gibbons, Mars Theatre, Falkville, Ala. Rural patrons. *

Mating Season, The (Para)—Gene Tierney, John Lund, Miriam Hopkins. And after what the season did to me, I can't afford a mate. This wonderful comedy fell flat on its face here—one of the worst Sundays of the year, and nothing for the rest of the run. The old gal is simply terrific and the story could not have been better, but John Lund just doesn't seem to draw here—I have never been able to sell his stuff. I'd be cautious on this one. Played Sun., Mon., Tues. Weather: Nice.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural trade. ***

(Continued on next page)

The EXHIBITOR HAS HIS SAY

(Continued from preceding page)

Mating Season, The (Para)—Gene Tierney, John Lund, Miriam Hopkins. This is strictly topnotch. Thelma Ritter stole the show. She's priceless. Played Fri., Sat., Sun. Weather: Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town, rural trade. • • •

Molly (Para)—Gertrude Berg, Philip Loeb, Eli Mintz. Doubled with "The Pep-Saddler Fight" (RKO), and two clinkers if I ever saw clinkers. However, I did not go down without giving everything a whirl. I've lived around Brooklyn so could appreciate some of the humor in "Molly," but it passed by most of my patrons. It was too sweet and insipid anyway, and is a type I'll be careful to lay off in the future. All we needed was a big sign with "They Lived Happily Ever After" to close this dud. Played Wed., Thurs.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Rural, small town trade. • •

That's My Boy (Para)—Dean Martin, Jerry Lewis, Polly Bergen. This is the best Martin-Lewis picture to date. It is nothing to shout about on business. However, we had no patron complaints. Played Wed., Thurs. Weather: Fair.—Edwin A. Falk sr., Roxy Theatre, Billings, Okla. Farmer, oil field worker patrons. •

Warpath (Para)—Edmond O'Brien, Dean Jagger, Forrest Tucker. •This is another boxoffice dud from Paramount. The picture is fair enough. Business was very poor Friday and average Saturday—not enough take with a $300 jackpot to help. I haven't had a good grossing western from Paramount since "Copper Canyon." Played Fri., Sat. Weather: Clear but cold.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. • • •

RKO RADIO

Behave Yourself! (RKO)—Farley Granger, Shelley Winters, William Demarest. Here is a little picture that is tops for small town entertainment. However, it didn't jell here. My Sun., Mon. the worst since "Vendetta." "No Highway in the Sky" (20th-Fox) supported this and gave it plenty of help. Weather: Showers.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. • • •

Company She Keeps, The (RKO)—Lizabeth Scott, Jane Greer, Dennis O'Keefe. I hope we don't have many more pictures with false advertising such as this one or it's curtains for us. The picture was good, the comments were good, but the patrons were disappointed, as the picture wasn't anything like the advertising outside the theatre depicted it. That's bad. Business was better than average on this one. Played Wed., Thurs. Weather: Fair. —G. P. Jonckowski, Lyric Theatre, Wabasso, Minn. Small town, rural trade. •

Easy Living (RKO)—Victor Mature, Lucille Ball, Lizabeth Scott. This was my Thanksgiving show and played to disappointing business. The weather was punk and even a good show couldn't bring 'em away from the TV sets. This is a drama with not too much action, a good cast, and a sock ending. It is another midweek show that needs plenty of selling in spite of the big cast. Played Wed., Thurs. Weather: Snow and cold.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural, small town patrons. • • •

Patrons Pay Attention To the Second Features

PRISONERS IN PETTICOATS (Rep)—Robert Rockwell, Valentine Perkins, Danni Sue Nolan. This is a good second feature. My customers have learned to pay attention to the second features, and a good one helps business. Played Saturday. Weather: Good.—Audrey Thompson, Ozark Amusement Co., Hardy, Ark. Rural and small town trade. •

Thing From Another World, The (RKO)—Kenneth Tobey Margaret Sheridan James Young. I took a chance and played this on my best time to the best business in three months. It's nothing big but a pretty good picture. The young folk ate it up. Played Sun., Mon. Weather: Good.—Norman Barker, Lorimer Theatre, Lorimer, Iowa. Small town, farm trade. •

REPUBLIC

Rose of the Yukon (Rep)—Steve Brodie, Myrna Dell, William Wright. Now here's a pleasant programmer that will please the average action fan. To an ex-sourdough like me, the scenes on the ice-jam lottery were just plain ridiculous, but those who have never been there won't know the difference, so it gets by okay. Played Wed., Thurs. Weather: Wed. wind, Thurs. cold.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural trade. • • •

Don Donohue Bothered By Brutal Deals

DON DONOHUE of the Novato Theatre at Novato, Calif., outlines a problem here from the exhibitor's point of view:

"On percentage terms, some deals are brutal, but the producers have to get their investments back! When I talk about my overhead, they politely inform me at the exchange that it isn't their problem. I can't seem to make a working deal with some companies. If I play their pictures on the nose, their rentals are shoved sky high. I'm held behind the town north and the town south, so dating is a problem. If I wait for a play-off to try to peg a picture, then I have a backlog that is hard to liquidate. In other words, why fool around with a company's product when you can't hold your own with it, let alone win?"

20th CENTURY FOX

Mr. Belvedere Rings the Bell (20th-Fox)—Clifton Webb, Joanne Dru, Hugh Marlowe. This is the kind of show people want to see Clifton Webb in. Cut out his other pictures and keep him cast as Belvedere. I could use about six of these a year. Fox is going to be disappointed in the gross, but Old Man Winter licked me on this one. The story is swell, the cast couldn't be better, and Belvedere was wonderful. Played Sun., Mon. Weather: Snow blizzard. — Carl F. Neitzel, Juno Theatre, Juneau, Wis. Local patronage. • • •

No Highway in the Sky (20th-Fox)—James Stewart, Marlene Dietrich, Glynis Johns. This is typically a "limey" picture and a good one. However, it is a dud at the boxoffice. Doubled with "Behave Yourself" (RKO) to my poorest Sun., Mon. in months. Weather: Showers.—Don Donohue, Novato Theatre, Novato, Calf. Small town, rural patrons. • • •

Rawhide (20th-Fox)—Tyrone Power, Susan Hayward, Hugh Marlowe. This is one of the really good, suspenseful westerns, believable and I'd like to see more pictures of its type made. It brings back memories of western pictures of the past that had a real impact on the emotions.—Walt Rasmussen, Star Theatre, Parkersburg, Iowa. Small town, rural trade. • • •

Bucked Both a Snowstorm And Free Show With This

ALL ABOUT EVE (20th-Fox)—Bette Davis, Anne Baxter, George Sanders. This has a nice selling trailer by NSS, good paper and was sold right. The salesman advised against playing it but we had a lot of requests for it so we played it in a snowstorm and against a free farm show to a small profit and a ritzy audience. Played Tues., Wed. Weather: Stormy.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. • • •

UNITED ARTISTS

Rogue River (UA)—Rory Calhoun, Peter Graves, Frank Fenton. played this a little late and business was not as good as I expected. It is an action drama of the northwest in Cinecolor and pleased those who came. I broke even on it. Played Fri., Sat. Weather: Cold.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town trade. • • •

Second Woman, The (UA)—Robert Young, Betsy Drake, John Sutton. This was doubled with "Hollywood Burlesque" to triple my regular business on Tues., Wed., Thurs. All around it made a pleasing program, for adults only. Weather: Rain and cool.—Melvin Edel, State Theatre, Centralia, Ill. Family trade. • • •

UNIVERSAL-INTERNATIONAL

Comin' Round the Mountain (U-I)—Bud Abbott, Lou Costello, Dorothy Shay. They left singing the praises of Dorothy Shay. She certainly put this A&C film over. It is not up to the usual topnotch antics from Bud and Lou. SRO opening night, and they loved it. So did we. Business 150 per cent.—Played Thurs., Fri., Sat. Weather: Below zero. — Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. • • •

Little Egypt (U-I)—Rhonda Fleming, Mark Stevens, Nancy Guild. This is one to watch—a little too "hippy" if you have "nicey-nice" customers but we did fair business on it. It will not draw your churchgoers. There is really nothing in it to embarrass level-headed people. Played Wed., Thurs. Weather: No good. Edwin A. Falk sr., Roxy Theatre, Billings, Okla. Farmer, oil field worker patrons. •

WARNER BROS.

I Was a Communist for the FBI (WB)—Frank Lovejoy, Dorothy Hart, Philip Carey. I read where several exhibitors had good luck with this but I was disappointed in our receipts at the end of the run. It seems that all we have to do to scare patrons off is to hang out a picture of a sinister character with an automatic in his hand, and perhaps that is what did it in this case, although the story wasn't a gangster plot at all. Played Tues., Wed. Weather: Good.—R. L. Stanger, Windsor Theatre, Windsor, Colo. Rural, small town trade. • • •

Inside the Walls of Folsom Prison (WB)—Steve Cochran, David Brian, Philip Carey. A very good picture with a lot of action and splendid acting. My patrons talked this up for me and we had a nice house on the second night. — Virgil Anderson, C-B Theatre, Bucklin, Mo. Rural patrons. • • •

Strangers on a Train (WB) — Farley Granger, Ruth Roman, Robert Walker. A very interesting picture which is so far from the usual type of stories that it fascinates your patrons. Played Wed., Thurs. Weather: Bad.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town, rural patrons. • • •

An interpretive analysis of lay and tradepress reviews. The plus and minus signs indicate degree of merit only; audience classification is not rated. Listings cover current reviews, brought up to date regularly. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. For listings by company, in the order of release, see Feature Chart.

REVIEW DIGEST

⧺ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ⧺ is rated 2 pluses, = as 2 minuses.

P.G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A												
1239	Abbott & Costello Meet the Invisible Man	(82)	Comedy	U-I	3-17-51	+	+	+	+	+	+	+	7+
	Abilene Trail	(64)	Western	Mono				±			−	±	2+3−
1271	According to Mrs. Hoyle	(60)	Drama	Mono	6-23-51	±	±	±		±			4+4−
1300	Across the Wide Missouri	(81)	Sup-West	MGM	9-22-51	+	±	±	±	+	+	+	7+3−
1301	Adventures of Captain Fabian	(100)	Drama	Rep	9-29-51	−	−	±	−	−	−		1+6−
1233	Air Cadet	(94)	Com-Dr	U-I	2-24-51	+	±	±	+	+	+	+	7+2−
	Aladdin and His Lamp	(..)	Drama	Mono									
1224	Al Jennings of Oklahoma	(79)	Drama	Col	1-20-51	⧺	±	±	+	+	−	−	6+4−
1275	Alice in Wonderland	(75)	Fantasy	RKO	7- 7-51	+	+	⧺	⧺	⧺	⧺	±	11+1−
1256	Along the Great Divide	(88)	West-Dr	WB	5- 5-51	⧺	±	±	⧺	±	+	±	9+4−
1293	American in Paris, An	(115)	Musical	MGM	9- 1-51	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
1202	American Guerrilla in the Philippines	(105)	Drama	20th-Fox	11-11-50	⧺	⧺	⧺	⧺	⧺	+	+	12+
1293	Angels in the Outfield	(102)	Drama	MGM	9- 1-51	+	⧺	⧺	⧺	⧺	+	⧺	12+
1310	Anne of the Indies	(81)	Drama	20th-Fox	10-20-51	⧺	⧺	+	⧺	+	±	±	10+2−
	Another Man's Poison	(..)	Drama	UA									
1253	Apache Drums	(75)	Western	U-I	4-28-51	±	±	+	+	+	+	+	7+2−
1251	Appointment With Danger	(90)	Drama	Para	4-21-51	+	±	+	⧺	+	+	+	8+1−
1303	Arizona Manhunt	(60)	Western	Rep	9-29-51	±		+	±	±	±	±	6+5−
	As You Were	(57)	Comedy	LP									
1267	As Young as You Feel	(77)	Com	20th-Fox	6- 9-51	±	+	±	+	+	⧺	±	8+3−
1213	At War With the Army	(93)	Comedy	Para	12-16-50	+	+	+	⧺	+	+	±	8+1−
	B												
1264	Badmen's Gold	(56)	Western	UA	5-26-51	±		−	−			±	2+4−
1209	Bandit Queen	(72)	Western	LP	12- 9-50	+		±	+	+		±	5+2−
1300	Bannerline	(87)	Drama	MGM	9-22-51	±	+	±	+	+	+		6+2−
1313	Barefoot Mailman, The	(83)	Comedy	Col	11- 3-51	+	±	±	⧺	±	+		7+3−
1304	Basketball Fix, The	(70)	Drama	Realart	9-29-51	±	±	±	+	−	+		5+4−
1223	Bedtime for Bonzo	(83)	Comedy	U-I	1-20-51	+	+	+	+	⧺	+	±	8+1−
1299	Behave Yourself!	(81)	Comedy	RKO	9-22-51	⧺		+	⧺	⧺	+	+	9+
1236	Belle Le Grand	(90)	Drama	Rep	3- 3-51	+	±	±	+	+	±	±	7+4−
1255	Best of the Badmen	(84)	Western	RKO	5- 5-51	+		±	⧺	+	±	+	7+2−
1258	Big Carnival, The	(112)	Drama	Para	5-12-51	+	⧺	+	⧺	−	±	+	8+2−
	(Reviewed as Ace in the Hole)												
1277	Big Gusher	(68)	Adv-Dr	Col	7-14-51	+	±	±	±	+	±		6+4−
1317	Big Night, The	(75)	Drama	UA	11-10-51	+	−	−	−	−	±		2+5−
1239	Bird of Paradise	(100)	Drama	20th-Fox	3-17-51	+	±	⧺	⧺	⧺	+	±	10+2−
	Blazing Bullets	(51)	Western	Mono									
1224	Blue Blood	(72)	Drama	Mono	1-20-51	+	±	±		+	⧺		6+2−
1159	Blue Lamp, The	(84)	Drama	UA	6-24-50	+	±	+	±	±	+	+	7+3−
1299	Blue Veil, The	(114)	Drama	RKO	9-22-51	⧺	⧺	+	⧺	⧺	⧺	+	12+
1279	Bonanza Town	(56)	Western	Col	7-21-51	+			±	±	±		4+3−
	Boots Malone	(103)	Drama	Col									
1206	Born Yesterday	(103)	Comedy	Col	11-25-50	⧺	⧺	⧺	⧺	⧺	+	⧺	13+
1234	Bowery Battalion	(69)	Comedy	Mono	2-24-51	+	+	+		±	−	+	5+2−
1205	Branded	(94)	Western	Para	11-25-50	+	+	+	+	+	+	±	7+1−
1257	Brave Bulls, The	(108)	Drama	Col	5-12-51	⧺	±	⧺	⧺	±	+	⧺	11+2−
1199	Breakthrough	(91)	Drama	WB	11- 4-50	±	+	+	⧺	⧺	⧺	⧺	11+1−
1317	Bride of the Gorilla	(68)	Drama	Realart	11-10-51	+	−	±		+	±	±	5+4−
1281	Bright Victory	(97)	Drama	U-I	7-28-51	⧺	⧺	+	⧺	⧺	⧺	⧺	13+
1322	Browning Version, The	(90)	Drama	U-I	11-24-51	⧺	±		+		⧺	+	7+1−
1219	Buckaroo Sheriff of Texas	(60)	Western	Rep	12-30-50	±		±	±	±	−		4+5−
1255	Bullfighter and the Lady	(87)	Drama	Rep	5- 5-51	+	+	⧺	⧺	⧺	+	⧺	11+
	C												
1215	California Passage	(90)	Western	Rep	12-23-50	+	±	+	±	+	+	±	7+3−
1320	Callaway Went Thataway	(81)	Comedy	MGM	11-17-51	+	⧺	+	+	+	⧺	+	9+
1310	Calling Bulldog Drummond	(81)	Drama	MGM	10-20-51	+	±	±	+	⧺			6+2−
1217	Call of the Klondike	(67)	Drama	Mono	12-23-50	+	±	±		+		±	5+3−
1225	Call Me Mister	(95)	Musical	20th-Fox	1-27-51	+	±	⧺	+	⧺	+		8+1−
	Canyon Raiders	(54)	Western	Mono								±	1+1−
1270	Capt. Horatio Hornblower	(117)	Act-Dr	WB	6-16-51	⧺	+	⧺	⧺	⧺	⧺	+	12+
	Captive of Billy the Kid	(..)	Western	Rep									
1280	Casa Manana	(73)	Musical	Mono	7-21-51	−	−	±		−	±		2+5−
1280	Cattle Drive	(77)	Western	U-I	7-21-51	+	+	+	+	+	⧺	+	8+
1225	Cause for Alarm	(73)	Drama	MGM	1-27-51	+	+	±	⧺	−	+	±	7+3−
1251	Cavalry Scout	(78)	Western	Mono	4-21-51	+	±	+		+	+	±	6+2−
1314	Cave of Outlaws	(76)	Drama	U-I	11- 3-51	+	±	±	+	+	+		6+2−
1291	Chain of Circumstance	(68)	Drama	Col	8-25-51	±	±	±	±	±	±	−	6+7−
1326	Chicago Calling	(74)	Drama	UA	12- 8-51	±	−	±	±	−	+	±	5+6−
1267	China Corsair	(67)	Act-Dr	Col	6- 9-51	±	±	±	±	±	±	±	7+7−
1315	Christmas Carol, A	(86)	Drama	UA	11- 3-51	±	⧺	−	+	−	⧺	+	7+3−
	Cimarron Kid, The	(..)	Drama	U-I									
1248	Circle of Danger	(86)	Drama	UA	3- 7-51	±	±	±	⧺	−	±	+	7+5−
1307	Close to My Heart	(90)	Drama	WB	10-13-51	±	±	±	+	±	⧺		7+4−
1305	Clouded Yellow, The	(96)	Drama	Col	10- 6-51	+	±		+	+	+	+	6+1−
	Colorado Ambush	(52)	Western	Mono				±		+		±	3+2−
1300	Come Fill the Cup	(113)	Drama	WB	9-22-51	⧺	+	+	+	+	⧺	±	9+1−
1271	Comin' Round the Mountain	(77)	Comedy	U-I	6-23-51	+	±	±	⧺	±	±	±	8+5−
1220	Company She Keeps, The	(83)	Drama	RKO	12-30-50	+	±	+	±	−	+	±	6+4−
1297	Corky of Gasoline Alley	(70)	Comedy	Col	9-15-51	+		±	±	+	±		5+3−
1218	Counterspy Meets Scotland Yard	(67)	Drama	Col	12-23-50	+	±	±	±	−	+	±	6+5−
	Crazy Over Horses	(65)	Comedy	Mono				−				±	1+2−
1291	Criminal Lawyer	(74)	Drama	Col	8-25-51	+	±	±	+	±	±	±	7+5−
1286	Crosswinds	(93)	Drama	Para	8-11-51	⧺	±		⧺		⧺	±	8+2−
1230	Cry Danger	(79)	Drama	RKO	2-10-51	⧺	+	⧺	⧺	+	+	+	10+
1247	Cuban Fireball	(78)	Com-Mus	Rep	4- 7-51	+	−	±	+	−	+		4+3−
1294	Cyclone Fury	(54)	Western	Col	9- 1-51	±		±	±	−	±		4+5−
1204	Cyrano de Bergerac	(112)	Drama	UA	11-18-50	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
	D												
1276	Dakota Kid, The	(60)	Western	Rep	7- 7-51	±	±	±	±		±	±	6+6−
1206	Dallas	(94)	Sup-West	WB	11-25-50	+	±	+	⧺	⧺	+	+	9+1−
1285	Danger Zone	(60)	Drama	LP	8-11-51	+		±		±		±	4+3−
1288	Darling, How Could You!	(96)	Comedy	Para	8-18-51	±	−			±	+		3+3
1292	David and Bathsheba	(123)	Drama	20th-Fox	8-25-51	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
1296	Day the Earth Stood Still	(92)	Drama	20-Fox	9- 8-51	+	⧺	+	⧺	⧺	⧺	+	11+
1253	Dear Brat	(82)	Comedy	Para	4-28-51	+	±	±	±	±	±	±	7+6−
1328	Death of a Salesman	(113)	Drama	Col	12-15-51	⧺		+	⧺				5+
	Decision Before Dawn	(119)	Drama	20th-Fox							⧺		2+
1305	Desert Fox, The	(87)	Drama	20th-Fox	10- 6-51	+	+	±	⧺	+	⧺	+	9+1−
1328	Desert of Lost Men	(54)	Western	Rep	12-15-51	+		±					2+1−
1302	Dectective Story	(103)	Drama	Para	9-29-51	+	⧺	⧺	⧺	⧺	⧺	⧺	13+
1296	Disc Jockey	(77)	Musical	Mono	9- 8-51	+	±	+	+	+	±		6+2−
1326	Distant Drums	(101)	Drama	WB	12- 8-51	+	⧺	+	+	+			6+
1207	Double Crossbones	(75)	Com-Mus	U-I	12- 2-50	+	−	±	±	+	+	+	6+3−
1220	Double Deal	(65)	Drama	RKO	12-30-50	±	±	±	+	+	±		6+4−
1319	Double Dynamite	(80)	Comedy	RKO	11-17-51	+	±	±	±	+	+		6+3−
1308	Drums in the Deep South	(87)	Drama	RKO	10-13-51	±	±	±	+	⧺	+		7+3−
	E												
1312	Elephant Stampede	(71)	Drama	Mono	10-27-51	±	±	±		+		−	4+4−
1318	Elopement	(81)	Comedy	20th-Fox	11-10-51	+	±	±	+	+	±		6+3−
1226	Enforcer, The	(88)	Drama	WB	1-27-51	+	+	⧺	⧺	+	±	+	9+1−
1262	Excuse My Dust	(82)	Mus-Com	MGM	5-26-51	+	+	⧺	+	⧺	⧺	+	10+
	F												
1258	Fabiola	(96)	Drama	UA	5-12-51	⧺	±		⧺	−	−	+	6+3−
1315	Family Secret, The	(85)	Drama	Col	11- 3-51	±	−	±	±	−	+		4+5−
1233	Father's Little Dividend	(81)	Comedy	MGM	2-24-51	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
	Father's Wild Game	(61)	Comedy	Mono			±			+			2+1−
1271	Father Takes the Air	(61)	Comedy	Mono	6-23-51	±	−	±		±	±		4+5−
1247	Fat Man, The	(77)	Mys-Dr	U-I	4- 7-51	±	±	+	±	±	+	±	7+5−
1320	FBI Girl	(74)	Drama	LP	11-17-51	−	±	±	+	−			3+4−
	Finders Keepers	(..)	Comedy	U-I									
1255	Fighting Coast Guard	(86)	Drama	Rep	5- 5-51	+	+	±	+	⧺	±	±	8+3−
1241	Fingerprints Don't Lie	(56)	Drama	LP	3-17-51	+	±	±		−	±		4+4−
1253	First Legion, The	(86)	Drama	UA	4-28-51	+	±	+	⧺		+	+	7+1−
1256	Five	(93)	Drama	Col	5- 5-51	+	+	+	⧺	+	+	+	8+
1323	Fixed Bayonets	(92)	Drama	20th-Fox	12- 1-51	+	±	+	+	+	⧺	+	8+1−
1322	Flame of Araby	(77)	Drama	U-I	11-24-51	+	±	+	±	+	+		6+2−
1237	Flame of Stamboul	(68)	Drama	Col	3-10-51	+	±	±	±	+	±	±	7+5−
1317	Flight to Mars	(71)	Drama	Mono	11-10-51	+	±	±		+			4+2−
1281	Flying Leathernecks	(102)	Drama	RKO	7-28-51	+	±	+	⧺	+	+	+	8+1−
1219	Flying Missile, The	(92)	Drama	Col	12-30-50	+	±	+	+	+	+	±	7+2−
1244	Follow the Sun	(90)	Drama	20th-Fox	3-24-51	+	⧺	+	⧺	⧺	⧺	+	11+
1245	Footlight Varieties	(61)	Musical	RKO	3-31-51	±	±	+	+	+	±		6+3−
1292	Force of Arms	(100)	Drama	WB	8-25-51	±	±	⧺	+	+	⧺	+	9+2−
1209	For Heaven's Sake	(92)	Comedy	20th-Fox	12- 9-50	⧺	+	+	⧺	⧺	+	+	10+
1314	Fort Defiance	(81)	Drama	UA	11- 3-51	⧺	+	±		⧺	+	+	8+1−
1298	Fort Dodge Stampede	(60)	Western	Rep	9-15-51	−		±	+	+			3+2−
1242	Fort Savage Raiders	(54)	Western	Col	3-17-51	±		±		+	±		4+3−
1260	Fort Worth	(80)	Super-West	WB	5-19-51	+	±	+	±	+	±	±	7+4−
1267	Four in a Jeep	(97)	Drama	UA	6- 9-51	⧺	+		⧺	±	+	⧺	9+1−
1238	14 Hours	(91)	Drama	20th-Fox	3-10-51	⧺	⧺	⧺	⧺	⧺	+	⧺	13+
1261	Francis Goes to the Races	(88)	Com	U-I	5-26-51	+	⧺	⧺	⧺	⧺	+	⧺	12+
1212	Frenchie	(80)	West-Dr	U-I	12- 9-50	±	±	⧺	+	+	±	+	8+3−
1270	Frogmen, The	(96)	Drama	20th-Fox	6-16-51	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
1279	Fugitive Lady	(78)	Drama	Rep	7-21-51	−	−		±	+		±	3+4−
1235	Fury of the Congo	(69)	Act-Dr	Col	3- 3-51	+	±	±	±	±	−	±	6+6−
	G												
1220	Gambling House	(80)	Drama	RKO	12-30-50	±	±	±	±	+	±	±	7+6
1227	Gasoline Alley	(77)	Comedy	Col	2- 3-51	±	±	+	+	+	+	+	7+2−
1224	Gene Autry and the Mounties	(78)	West.	Col	1-20-51	+		±	+	+	+		5+1−
1257	Ghost Chasers	(69)	Comedy	Mono	5-12-51	+		±		±	±	±	5+4−
	Outlaw Town	(..)	Drama	Mono									
1287	G.I. Jane	(62)	Comedy	LP	8-18-51	+	±	±		−			3+3
1328	Girl on the Bridge, The	(77)	Drama	20th-Fox	12-15-51	+				+	±		3+1−
1246	Go for Broke!	(93)	War-Dr	MGM	3-31-51	+	⧺	⧺	⧺	⧺	⧺	+	12+
1314	Golden Girl	(108)	Mus-Drama	20th-Fox	11- 3-51	⧺	±	±	+	⧺	+	+	9+2−
1300	Golden Horde, The	(76)	Drama	U-I	9-22-51	+		±	+	+	+		5+1−
1248	Golden Salamander, The	(96)	Drama	UA	4- 7-51	±	±		±	+	+	+	6+3−
1308	Gold Raiders	(56)	Drama	UA	10-13-51	±			±				2+2−
1249	Goodbye, My Fancy	(107)	Comedy	WB	4-14-51	±	±	+	⧺	+	+	+	8+2−
	Great Adventure, The	(75)	Drama	LP									
1252	Great Caruso, The	(109)	Drama	MGM	4-21-51	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
1191	Great Manhunt, The	(97)	Drama	Col	10- 7-50	⧺	+		+	+	+	⧺	8+
	(Reviewed as State Secret)												
1210	Great Missouri Raid, The	(85)	West-Dr	Para	12- 9-50	⧺	+	+	+	+	±	+	8+1−
1230	Groom Wore Spurs, The	(81)	Comedy	U-I	2-10-51	⧺	±	±	±	±	−	±	7+6−
1214	Grounds for Marriage	(89)	Comedy	MGM	12-16-50	+	+	+	⧺	+	+	+	8+
1263	Guy Who Came Back, The	(91)	Dr.	20-Fox	5-26-51	+	±	±	⧺	+	+	±	8+3−

REVIEW DIGEST

++ Very Good; + Good; ± Fair; - Poor; = Very Poor. In the summary ++ is rated 2 pluses, = as 2 minuses

P.G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1251	Gypsy Fury	(63)	Drama	Mono	4-21-51	+	±			-	-	±	3+4
	H												
1249	Half Angel	(80)	Drama	20th-Fox	4-14-51	+	±	±	+	+	±		6+3
1215	Halls of Montezuma	(113)	War-Dr	20th-Fox	12-23-50	+	++	++	++	++	++	++	13+
1269	Happy Go Lovely	(88)	Musical	RKO	6-16-51	+	+	++	+	++	±	±	9+2
1265	Hard, Fast and Beautiful	(78)	Drama	RKO	6-2-51	+	±	++	++	++	+	±	10+2-
1312	Harlem Globetrotters, The	(80)	Drama	Col	10-27-51	+	+	+	++	+	+		7+
1198	Harvey	(104)	Comedy	U-I	10-28-50	++	+	++	++	++	+	++	12+
1303	Havana Rose	(77)	Drama	Rep	9-29-51	-	-	-	±	-	-		1+6-
1248	Heart of the Rockies	(67)	Western	Rep	4-7-51	+		±	+	+	+		5+1-
1267	He Ran All the Way	(77)	Drama	UA	6-9-51	+	+	++	++	+	+	++	10+
1276	Here Comes the Groom	(114)	Rom-Com	Para	7-7-51	++		++	++	++	++	+	11+
1256	Her First Romance	(73)	Comedy	Col	5-5-51	+	±	±	±	±	±		6+5-
1195	He's a Cockeyed Wonder	(77)	Comedy	Col	10-21-50	+	±	±	±	+	±	±	7+5-
1299	Highly Dangerous	(81)	Drama	LP	9-22-51	+	±			+			3+1-
1208	Highway 301	(88)	Drama	WB	12-2-50	±	±	+	+	+	+	+	7+3-
1292	Highwayman, The	(82)	Drama	Mono	8-25-51	+	+	±	++	+	++	±	9+2-
1297	Hills of Utah	(70)	Western	Col	9-15-51	+		±	+	-	±		4+3-
1280	His Kind of Woman	(120)	Drama	RKO	7-21-51	+	±	+	++	++	±	++	10+2-
1259	Hollywood Story	(77)	Mys-Dr	U-I	5-19-51	+	±	+	+	+	±	+	7+2-
1259	Home Town Story	(61)	Drama	MGM	5-19-51	±	-	±	-	±	+		4+5-
1320	Honeychile	(89)	Western	Rep	11-17-51	+	±	+	+	+	+		6+1-
1319	Hong Kong	(91)	Drama	Para	11-17-51	+	±	+	+	+	+		6+1-
1270	Hoodlum, The	(61)	Drama	UA	6-16-51	+	-	±	±	+	+	±	6+4-
1311	Hot Lead	(61)	Western	RKO	10-27-51	±		±	±	+	±		5+4-
1301	Hotel Sahara	(87)	Comedy	UA	9-29-51	+			+	-	+		3+1-
1239	House on Telegraph Hill	(93)	Drama	20th-Fox	3-17-51	+	±	±	±	+	±	+	7+4-
1216	Hunt the Man Down	(68)	Drama	RKO	12-23-50	±		+	±	+	+		5+2-
1277	Hurricane Island	(72)	Drama	Col	7-14-51	±	-	-	+	-	±	±	4+6-
	I												
1244	I Can Get It for You Wholesale	(91)	Drama	20th-Fox	3-24-51	+	++	+	++	++	+	+	10+
1313	I Want You	(102)	Drama	RKO	11-3-51	++	±	+	+	++	++		9+1-
1246	I Was an American Spy	(85)	Drama	Mono	3-31-51	±	+	±		±	±	+	6+4-
1252	I Was a Communist for the FBI	(84)	Drama	WB	4-21-51	+	+	++	++	++	+	++	11+
1223	I'd Climb the Highest Mountain	(88)	Drama	20th-Fox	1-20-51	+	+	++	++	++	++	+	11+
1328	I'll Never Forget You	(90)	Drama	20th-Fox	12-15-51	+	±	-	±	++	+	+	7+3-
1327	I'll See You in My Dreams	(110)	Musical	WB	12-15-51	++	++	+	+	++		+	9+
1261	In Old Amarillo	(67)	Western	Rep	5-26-51	+		±	+	±	±	±	6+4-
	Indian Uprising	(..)	Drama	Col									
1237	Inside Straight	(87)	Drama	MGM	3-10-51	±	±	±	+	+	±	+	7+4
1260	Inside the Walls of Folsom Prison	(87)	Drama	WB	5-19-51	±	±	+	+	+	±	±	7+4-
1246	Insurance Investigator	(60)	Drama	Rep	3-31-51	+	±	±	±	+		±	6+4-
1276	Iron Man	(82)	Drama	U-I	7-7-51	++	+	±	+	+	+	+	8+1-
1323	It's a Big Country	(89)	Drama	MGM	12-1-51	+	+	±	++	-			5+2-
	J												
1269	Jim Thorpe—All American	(105)	Drama	WB	6-16-51	++	++	++	++	++	++	+	13+
1298	Joe Palooka in Triple Cross	(60)	Drama	Mono	9-15-51	+		±		+		-	3+2-
1294	Journey Into Light	(88)	Drama	20th-Fox	9-1-51	-	±	±	++	-	±	±	6+6-
1258	Jungle Headquarters	(65)	Travel	RKO	5-12-51	+	±	+	++	+	+	+	8+1-
1307	Jungle Manhunt	(66)	Drama	Col	10-13-51	+	-	±	±	±	±		5+5-
1322	Jungle of Chang	(67)	Drama	RKO	11-24-51	±		±	±	+			4+3-
	K												
	Kangaroo	(..)	Drama	20th-Fox									
1250	Katie Did It	(81)	Comedy	U-I	4-14-51	±	±	±	+	+	±		6+4
	Kentucky Jubilee	(67)	Comedy	LP			-			+			1+1-
	Kefauver Crime Investigation	(52)	News	20th-Fox			+						1+
1310	Kid From Amarillo, The	(56)	Western	Col	10-20-51	+		-	+	+	±		4+2-
1210	Kim	(113)	Drama	MGM	12-9-50	++	++	+	++	+	++	++	12+
1272	Kind Lady	(78)	Drama	MGM	6-23-51	+	+	++	++	+	+	+	9+
1247	Kon-Tiki	(73)	Adv-Dr	RKO	4-7-51	±	±	++	++	+	++	++	11+2-
1222	Korea Patrol	(57)	Drama	UA	1-13-51	-	-	±	-	-			1+5-
	L												
1285	Lady and the Bandit, The	(79)	Drama	Col	8-11-51	+	±	±	+	+	±		6+3-
1302	Lady From Texas	(78)	Drama	U-I	9-29-51	+	±	+	±	+	±		6+3-
1309	Lady Pays Off, The	(80)	Drama	U-I	10-20-51	+	±	±	+	+	±	±	7+4-
1326	Lady Says No, The	(82)	Comedy	UA	12-8-51	+	-	-	+	-	-		2+4-
1250	Last Outpost, The	(89)	Outd'r-Drama	Para	4-14-51	+	±	±	++	±	+	+	8+3-
1312	Lavender Hill Mob, The	(82)	Comedy	U-I	10-27-51	++	+		++		++	+	8+
1278	Law and the Lady	(104)	Comedy	MGM	7-14-51	±	+	±	+	-	+	±	6+4-
	Lawless Cowboys	(58)	Western	Mono									
1220	Law of the Badlands	(60)	Western	RKO	12-30-50	+		+	±	+	±		5+2-
	Leave It to the Marines	(66)	Comedy	LP				-				±	1+2-
1240	Lemon Drop Kid, The	(91)	Comedy	Para	3-17-51	++	+	±	++	++	±	+	10+2-
1286	Let's Go Navy	(68)	Comedy	Mono	8-11-51	+	+	+	±	+	±	±	7+3-
1312	Let's Make It Legal	(77)	Comedy	20th-Fox	10-27-51	+	+		±	+	+	+	6+1-
1214	Lightning Guns	(55)	Western	Col	12-16-50	+		±	±	-	±	±	5+5-
1230	Lightning Strikes Twice	(91)	Drama	WB	2-10-51	±	±	+	+	+	+	±	7+3-
1316	Light Touch, The	(107)	Drama	MGM	11-3-51	±		+	+	-	±		4+3-
1290	Lilli Marlene	(73)	Drama	RKO	8-18-51	±	=	±	-	-	-		2+7-
1254	Lion Hunters, The	(73)	Drama	Mono	4-28-51	+	±	±		±		=	4+5-
1265	Little Big Horn	(82)	Western	LP	6-2-51	+	±	+	+	++		±	7+2-
1283	Little Egypt	(82)	Comedy	U-I	8-4-51	+	+	±	±	+	±	±	7+3-
1238	Long Dark Hall, The	(86)	Drama	UA	3-10-51	±	±		±	+	+	+	6+3-
1307	Longhorn, The	(70)	Western	Mono	10-13-51	+	±	±		+		-	4+3-
1267	Lorna Doone	(84)	Rom-Com	Col	5-26-51	+	±	±	+	++	+	+	8+2-
1281	Lost Continent, The	(82)	Adv-Dr	LP	7-28-51	+	±	±		+			4+2-
1307	Love Nest	(84)	Comedy	20th-Fox	10-13-51	+	±	±	±	+	±		6+4-
1231	Lucky Nick Cain	(87)	Drama	20th-Fox	2-17-51	+	±	+	+	+	+	±	7+2
1240	Lullaby of Broadway	(92)	Musical	WB	3-17-51	+	±	++	+	+	+	+	8+1-
	M												
1235	"M"	(88)	Drama	Col	3-4-51	+	±	+	+	+	+	±	7+2
1243	Ma and Pa Kettle Back on the Farm	(80)	Comedy	U-I	3-24-51	+	+	+	++	+	±	±	8+2
1183	Madeleine	(100)	Drama	U-I	9-9-50	±	±		±	+	+	+	6+3
1301	Magic Carpet, The	(84)	Comedy	Col	9-29-51	+	±	±	±	=	±		5+6-
1291	Magic Face, The	(89)	Drama	Col	8-25-51	++	±	±	+	+	±	+	8+3-
1205	Magnificent Yankee, The	(88)	Drama	MGM	11-28-50	++	++	++	++	++	++	++	14+
	Main Bait	(..)	Drama	LP									
1243	Man From Planet X	(70)	Fantasy	UA	3-24-51	±	+	+	±	+		-	5+3-
	Man From Sonora	(54)	Western	Mono						+			1+
1325	Man in the Saddle	(87)	Drama	Col	12-8-51	+	+	+	+	+	+		6+
1215	Man Who Cheated Himself	(81)	Dr	20th-Fox	12-23-50	++	+	±	++	+	+	+	9+1-
1305	Man With a Cloak	(81)	Drama	MGM	10-6-51	+	±	±	+	±	±	+	7+5-
1266	Man With My Face, The	(75)	Mys-Dr	UA	6-2-51	+	±	±	+		+	+	6+2-
1283	Mark of the Renegade	(81)	Drama	U-I	8-4-51	+	±	±	+	+	±	-	6+4-
1273	Mask of the Avenger	(83)	Drama	Col	6-30-51	+	±	+	+	+	+	+	7+1-
	Mask of the Dragon	(53)	Drama	LP			-	±		+		±	3+3-
1226	Mating Season, The	(101)	Comedy	Para	1-27-50	++	++	++	++	++	+	++	13+
1285	Meet Me After the Show	(86)	Mus.	20th-Fox	8-11-51	++	++	++	++	++	+	+	12+
1283	Millionaire for Christy, A	(90)	Com.	20th-Fox	8-4-51	+	+	+	+	+	+	±	7+1-
1268	Million Dollar Pursuit	(60)	Drama	Rep	6-9-51	±	±	±	±	±	±		6+6
1235	Missing Women	(60)	Drama	Rep	4-3-51	±	±	±	+	±		±	6+5-
1287	Mister Drake's Duck	(76)	Comedy	UA	8-18-51	±	±		+	+	+		5+2-
1240	Mister Universe	(79)	Comedy	UA	3-17-51	+	+	+	+	+	±	+	7+1-
1295	Mob, The	(87)	Drama	Col	9-8-51	+		+	++	+	±	+	7+1-
1321	Model and the Marriage Broker, The	(105)	Comedy	20th-Fox	11-24-51	+	+	±	++	+			6+1-
1208	Molly (Reviewed as The Goldbergs)	(83)	Comedy	Para	12-2-50	++	+	++	++	±	++	+	11+1-
	Montana Desperado	(51)	Western	Mono				+			±	±	3+2-
1282	Mr. Belvedere Rings the Bell	(88)	Comedy	20th-Fox	7-28-51	+	++	++	++	++	+	++	12+
1262	Mr. Imperium	(87)	Mus-Dr	MGM	5-26-51	±	±	±	±	±	±	±	7+7-
1182	Mr. Music	(113)	Mus-Com	Para	9-2-50	+	+	++	+	++	+	++	10+
1301	Mr. Peek-a-Boo	(74)	Comedy	UA	9-29-51	+	+	+	+	+	+	+	7+
1202	Mrs. O'Malley and Mr. Malone	(69)	Com	MGM	11-11-50	+	+	+	++	++	±	±	9+2-
1207	Mudlark, The	(99)	Hist-Dr	20th-Fox	12-2-50	+	+	+	+	++	++	++	10+
1306	My Favorite Spy	(93)	Comedy	Para	10-6-51	+	+	+	++	++	+		8+
1245	My Forbidden Past	(70)	Drama	RKO	3-31-51	+	-	±	+	+	±	+	6+3-
1231	My Outlaw Brother (Reviewed as My Brother, the Outlaw)	(82)	Drama	UA	2-17-51	-	-	±	-	-		±	2+6-
1245	My True Story	(67)	Drama	Col	3-31-51	±	±	±	+	+	±		6+4-
1212	Mystery Submarine	(78)	Drama	U-I	12-9-50	±	±	±	±	+	++	±	8+5-
	N												
1264	Naughty Arlette	(86)	Comedy	UA	5-26-51	±	+		±	±	-		4+4-
1236	Navy Bound	(61)	Comedy	Mono	3-3-51	±	+	±		+	+	±	6+3-
	Nevada Badmen	(58)	Western	Mono							+	-	1+1-
1277	Never Trust a Gambler	(79)	Drama	Col	7-14-51	±	±	±	±	-	±	±	6+7-
1257	New Mexico	(74)	Drama	UA	5-12-51	±	±	±	+	++	++	±	9+4-
1262	Night Into Morning	(86)	Drama	MGM	5-26-51	++	±	+	++	+	±	+	10+1-
1242	Night Riders of Montana	(60)	Western	Rep	3-17-51	+		±	+	+		±	5+3-
1282	No Highway in the Sky	(98)	Drama	20th-Fox	7-28-51	+	++	++	+	+	++	+	10+
1268	No Questions Asked	(81)	Drama	MGM	6-9-51	+	+	±	+	+	±	±	7+3-
	Northwest Territory	(61)	Drama	Mono									
	O												
1296	Obsessed	(77)	Drama	UA	9-8-51	±	-	±	-	±	±		4+6-
1221	Odette	(105)	Drama	UA	1-13-51	++	+		++	++	+	++	10+
1211	Of Men and Music	(85)	Music	20th-Fox	12-9-50	+		++	++	+	++	++	10+
1242	Oh! Susanna	(90)	Outd'r-Dr	Rep	3-17-51	+	±	±	++	+	±	±	8+4-
	Oklahoma Justice	(56)	Western	Mono									
	Old West, The	(..)	Western	Col									
1254	Oliver Twist	(105)	Drama	UA	4-28-51	+	++		++	+	+	++	9+
1324	On Dangerous Ground	(82)	Drama	RKO	12-1-51	++	±	-	±	+			5+3-
1275	On Moonlight Bay	(95)	Musical	WB	7-7-51	++	++	++	+	++	++	+	12+
1286	On the Loose	(74)	Drama	RKO	8-11-51	+	-	±	+	+	+		5+2-
1237	Only the Valiant	(105)	Hist-West	WB	3-10-51	++	±	++	++	++	+	+	11+1
1254	On the Riviera	(89)	Mus-Com	20th-Fox	4-28-51	+	++	++	+	++	++	+	11+
1223	Operation Disaster	(100)	Drama	U-I	1-20-51	+	+		±	±	+	++	7+2-
1221	Operation Pacific	(109)	Drama	WB	1-13-51	+	±	+	++	+	+	+	8+1-
1218	Operation X	(79)	Drama	Col	12-23-50	-	-			=	-	±	1+6-
	Outlaws of Texas	(56)	Western	Mono				±		+		±	3+2-
1325	Overland Telegraph	(60)	Western	RKO	12-8-51	+		±	+	+			4+1-
	P												
1216	Pagan Love Song	(76)	Musical	MGM	12-23-50	++	±	±	+	+	+	+	8+2-
1243	Painted Hills, The	(68)	Drama	MGM	3-24-51	±	±	+	+	-	±		5+4-
1296	Painting the Clouds With Sunshine	(87)	Musical	WB	9-8-51	++	±	+	+	++	+	±	9+2-
1308	Pandora and the Flying Dutchman	(123)	Drama	MGM	10-13-51	±	±	±	+	+	±	+	7+4-
	Pals of the Golden West	(68)	Western	Rep									

++ Very Good; + Good; ± Fair; — Poor; = Very Poor. In the summary ++ is rated 2 pluses, = as 2 minuses.

REVIEW DIGEST

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1293	Pardon My French	(81)	Comedy	UA	9- 1-51	—	—	±	±	+	±		4+5-
1261	Passage West	(80)	Western	Para	4-26-51	+	+	+	+	++	±	±	8+2-
1234	Payment on Demand	(90)	Drama	RKO	2-24-51	++	++	++	++	++	++	++	14+
1323	Pecos River	(55)	Western	Col	12- 1-51	+		±	+	±			4+2-
1274	Peking Express	(85)	Drama	Para	6-30-51	±	±	+	++	+	±	±	8+4-
1291	People Against O'Hara	(103)	Drama	MGM	8-25-51	++	+	±	++	±	++	+	10+2-
1287	People Will Talk	(110)	Comedy	20th-Fox	8-18-51	+	++	++	++	++	++	+	12+
1279	Pickup	(78)	Drama	Col	7-21-51	+	±	±	+	±	+	+	7+3-
1263	Pier 23	(59)	Drama	LP	5-26-51	±	±	±		±		±	5+5-
1288	Pistol Harvest	(60)	Western	RKO	8-18-51	+		+	±		+		4+1-
1282	Place in the Sun, A	(122)	Drama	Para	7-28-51	++	+			++	++	++	9+
1289	Pool of London	(86)	Drama	U-I	8-18-51	±	±		±	+	+	+	6+3-
1225	Prairie Roundup	(53)	Western	Col	1-27-51	±		+	+	±	+	—	5+3-
1212	Prelude to Fame	(78)	Mus-Dr	U-I	12- 9-50	+	+		+		+	+	5+
1221	Pride of Maryland	(60)	Drama	Rep	1-13-51	+	±	±	+	+	±	±	7+4-
1266	Prince Who Was a Thief	(88)	Drama	U-I	6- 2-51	+	+	+	+	++	±	+	8+1-
1256	Prowler, The	(92)	Drama	UA	5- 5-51	+	±	±	+	±	±	++	8+5-
1318	Purple Heart Diary	(73)	Drama	Col	11-10-51	+	±	±	+	+	±		6+3-
	Q												
1238	Quebec	(85)	Drama	Para	3-10-51	±	—	±	+	—	+	±	5+5-
1244	Queen for a Day	(107)	Drama	UA	3-24-51	+	±	+	++	±	++		8+2-
1320	Quo Vadis	(172)	Drama	MGM	11-17-51	++	++	++		++	++		10+
	R												
1309	Racket, The	(90)	Drama	RKO	10-20-51	+	±	+	±	+			5+2-
1309	Raging Tide, The	(92)	Drama	U-I	10-20-51	—	±	±	+	+	++		6+3-
1235	Raton Pass	(84)	Western	WB	3- 3-51	±	±	±	++	±	±	+	8+5-
1238	Rawhide	(86)	West-Dr	20th-Fox	3-10-51	++	+	+	++	++	+	+	10+
1288	Red Badge of Courage	(69)	Drama	MGM	8-18-51	+	±	+	++	—	++	+	8+2-
1214	Redhead and the Cowboy	(82)	Drama	Para	12-16-50	—	±	±	+	—	+	+	5+4-
1319	Red Mountain	(84)	Western	Para	11-17-51	±	±	±	++	++	+		8+3-
1302	Reunion in Reno	(80)	Drama	U-I	9-29-51	+	±	±	+	+	±		6+3-
1216	Revenue Agent	(72)	Drama	Col	12-23-50	+	±	±	±	+	±	±	7+5-
1284	Rhubarb	(94)	Comedy	Para	8- 4-51	++	+	±	++	+	++	++	10+1-
1230	Rhythm Inn	(71)	Musical	Mono	2-10-51	+	±	±		+	±		5+3-
1276	Rich, Young and Pretty	(95)	Musical	MGM	7- 7-51	+	+	+	+	+	++	++	9+
1232	Ridin' the Outlaw Trail	(56)	Western	Col	2-17-51	±		±	+	+	+		5+2-
1299	River, The	(99)	Drama	UA	9-22-51	+	±	++	++	++	++	++	12+1-
1284	Roadblock	(73)	Drama	RKO	8- 4-51	+	±	±	—	+	—		4+4-
	Roaring City	(57)	Drama	LP								±	1+1-
1284	Rodeo King and the Senorita	(67)	West.	Rep	8- 4-51	±		+	+	±	+		5+2-
	Room for One More	(..)	Comedy	WB									
1229	Rough Riders of Durango	(60)	Western	Rep	2-10-51	+		±	+	+	+	±	6+2-
1229	Royal Wedding	(92)	Musical	MGM	2-10-51	++	+	++	++	++	++	++	13+
	S												
1247	Saddle Legion	(60)	Western	RKO	4- 7-51	+		±	±	+	±		5+3-
1324	Sailor Beware	(106)	Comedy	Para	12- 1-51	+	++	++	++	++			9+
1275	St. Benny, the Dip	(80)	Comedy	UA	7- 7-51	±	±	+	±		+		5+3-
1084	Samson and Delilah	(128)	Drama	Para	10-29-49	++	++	++	++	++	++	++	14+
1254	Santa Fe	(89)	Western	Col	4-28-51	+	±	+	+	+	+	±	7+2-
1295	Saturday's Hero	(111)	Drama	Col	9- 8-51	+	++	+	+	+	++	+	9+
1278	Savage Drums	(70)	Adv-Dr	LP	7-14-51	±	—	±		±		±	4+5-
1245	Scarf, The	(86)	Drama	UA	3-31-51	±	±	+	++	++	+	±	9+3-
1302	Sea Hornet	(84)	Drama	Rep	9-29-51	±	±	±	+	±	±		6+5-
1258	Sealed Cargo	(90)	Mys-Dr	RKO	5-12-51	+	±	+	++	+	+	+	8+1-
1226	Second Woman, The	(91)	Drama	UA	1-27-51	+	±	±	+	±	+	+	7+3-
1274	Secret of Convict Lake, The	(83)	Dr.	20th-Fox	6-30-51	+	±	+	++	+	+	+	8+1-
1274	Secrets of Monte Carlo	(60)	Drama	Rep	6-30-51	—	±	±	±	±		±	5+6-
1327	Sellout, The	(83)	Drama	MGM	12-15-51	±							1+1-
1195	September Affair	(104)	Drama	Para	10-21-50	+	±	+	++	++	+	+	9+1-
1327	Shadow in the Sky	(78)	Drama	MGM	12-15-51	±							1+1-
1211	Short Grass	(82)	Western	Mono	12- 9-50	±	±	±	+	+	±	±	7+5-
1268	Show Boat	(108)	Musical	MGM	6- 9-51	++	++	++	++	++	++	++	14+
1217	Sierra Passage	(80)	Western	Mono	12-23-50	±	±	±		+	+	±	6+4-
1272	Silver Canyon	(70)	Western	Col	6-23-51	+		±	±	+	±		5+3-
1306	Silver City	(90)	Drama	Para	10- 6-51	+	±	±	+	+	+		6+2-
1246	Silver City Bonanza	(67)	Western	Rep	3-31-51	+		±	±	+	+	±	6+3-
1273	Sirocco	(98)	Drama	Col.	6-30-51	+	±	±	±	+	±	+	7+4-
1264	Skipalong Rosenbloom	(72)	Comedy	UA	5-26-51	+	±	±	±				4+3-
	Sky High	(60)	Comedy	LP									
1311	Slaughter Trail	(78)	Drama	RKO	10-27-51	±	+	—	+	—	+		4+3-
1259	Smuggler's Gold	(64)	Adv-Dr	Col	5-19-51	+	±	±	±	+	±	±	7+5-
1252	Smuggler's Island	(75)	Drama	U-I	4-21-51	+	±	±	±	+	±	±	7+5-
	Smoky Canyon	(..)	Western	Col									
1263	Snake River Desperadoes	(54)	Western	Col	5-26-51	±		±	±	+	±		5+4-
1226	So Long at the Fair	(85)	Drama	UA	1-27-51	+	±		+	++	+	++	8+1-
1316	South of Caliente	(67)	Western	Rep	11- 3-51	+		—	+	+	±		4+2-
1243	Soldiers Three	(92)	Drama	MGM	3-24-51	+	±	+	+	++	+	+	8+1-
1315	Son of Dr. Jekyll, The	(76)	Drama	Col	11- 3-51	+	±	±	±	+	±		6+4-
1229	Spoilers of the Plains	(67)	Western	Rep	2-10-51	±		+	+	+	+	±	6+2-
	Stagecoach Driver	(52)	Western	Mono							±	±	2+2-
	Stage to Blue River	(56)	Western	Mono									
1218	Stage to Tucson	(82)	Western	Col	12-23-50	+	±	±	±	+		±	6+4-
1313	Starlift	(103)	Musical	WB	11- 3-51	+	+	+	+	+	±		6+1-
	Steel Fist	(..)	Drama	Mono									
1222	Steel Helmet, The	(84)	Drama	LP	1-13-51	+	++	++	++	+	+	±	10+1-
1271	Stop That Cab	(56)	Comedy	LP	6-23-51	±				—			1+2-
	Stormbound	(60)	Drama	Rep									
	Storm Over Tibet	(..)	Drama	Col									
1214	Storm Warning	(91)	Drama	WB	12-16-50	+	++	+	++	+	+	+	9+
1314	Strange Door, The	(80)	Drama	U-I	11- 3-51	±	±	±	±	±	±	±	7+7-
1269	Strangers on a Train	(101)	Drama	WB	6-16-51	++	+	++	++	++	++	++	13+
1321	Street Bandits	(54)	Drama	Rep	11-24-51	—	—	±	+	±		—	3+5-
1270	Streetcar Named Desire, A	(122)	Drama	WB	6-16-51	++	+	++	++	++	++	+	12+
1273	Strictly Dishonorable	(94)	Drama	MGM	6-30-51	+	+	+	+	+	+	+	7+
1286	Strip, The	(85)	Drama	MGM	8-11-51	+	±	±	++	±	+		7+3-
1294	Submarine Command	(87)	Drama	Para	9- 1-51	+	±	±	+	+	±		6+3-
1228	Sugarfoot	(80)	Super-West	WB	2- 3-51	±	—	±	+	±	—	±	5+6-
1295	Sunny Side of the Street	(71)	Musical	Col	9- 8-51	±	±	±	+	+	±		5+3-
1201	Sun Sets at Dawn, The	(71)	Drama	UA	11-11-50	—	±	±	±	+	+	±	6+5-
	Superman and the Mole Men	(58)	Drama	LP				±				±	2+2-
1239	Sword of Monte Cristo	(80)	Drama	20th-Fox	3-17-51	±	±	±	+	++	±	±	8+5-
	T												
1269	Take Care of My Little Girl	(93)	Mus.	20-Fox	6-16-51	—	±	+	++	±	+	+	7+3-
	Tales of Robin Hood	(59)	Drama	LP									
1284	Tall Target, The	(78)	Drama	MGM	8- 4-51	+	+	±	+	+	++	+	8+1-
1318	Tanks Are Coming, The	(90)	Drama	WB	11-10-51	+	±	+	±	+	+	±	7+3-
1228	Target Unknown	(90)	Drama	U-I	2- 3-51	+	±	±	+	+	+	+	7+2-
1244	Tarzan's Peril	(79)	Drama	RKO	3-24-51	+	±	±	+	±	±		6+4-
	Tembo	(..)	Documentary	RKO									
1313	Ten Tall Men	(95)	Drama	Col	12- 3-51	+	±	+	++	++	+	+	9+1-
1236	Teresa	(105)	Drama	MGM	3- 3-51	±	±	±	++	±	++	+	9+4-
1242	Texans Never Cry	(68)	Western	Col	3-17-51	±		±	+	—	±		4+4-
1298	Texas Carnival	(77)	Musical	MGM	9-15-51	+		++	+	+	++	±	8+1-
	Texas Lawmen	(54)	Western	Mono									
1266	Texas Rangers, The	(74)	Western	Col	6- 2-51	+	±	+	+	+	±	±	7+3-
1268	That's My Boy	(98)	Comedy	Para	6- 9-51	+	++	++	++	++	+	+	11+
1264	They Were Not Divided	(102)	Drama	UA	5-26-51	±	±		+				3+2
1250	Thing From Another World	(86)	Drama	RKO	4-14-51	+	+	+	++	++	+	++	10+
1293	This Is Korea	(50)	Doc.	Rep	9- 1-51	++	+	+	++	++			8+
1225	13th Letter, The	(85)	Drama	20th-Fox	1-27-51	++	+	+	++	++	+	+	10+
1224	Three Desperate Men	(71)	Western	LP	1-20-51	±		±		—		±	3+4-
1232	Three Guys Named Mike	(90)	Comedy	MGM	2-17-51	+	+	+	++	++	+	+	9+
1272	Three Steps North	(85)	Drama	UA	6-23-51	+	±	±	+	+	±	±	7+4-
1252	Thunder in God's Country	(67)	Western	Rep	4-21-51	+		±	+	+	±	±	6+3-
1285	Thunder on the Hill	(84)	Drama	U-I	8-11-51	+	±	±	+	+	+	+	7+2-
1311	Too Young to Kiss	(91)	Comedy	MGM	10-27-51	+	+	±	+	++	++	+	9+1-
1255	Tokyo File 212	(84)	Drama	RKO	5- 5-51	±	±	±	—	±	+	±	6+6-
1222	Tomahawk	(82)	Sup-West	U-I	1-13-51	+	±	+	+	+	+	+	7+1-
1311	Tom Brown's Schooldays	(93)	Drama	UA	10-27-51	+	++		+	++	+		7+
1288	Tomorrow Is Another Day	(90)	Drama	WB	8-18-51	+	+	±	+	+	+	+	7+1-
1210	Tougher They Come, The	(69)	Drama	Col	12- 9-50	+	±	±	±	+	±	±	7+5-
1215	Trail of Robin Hood	(67)	Western	Rep	12-23-50	±		±	+	+	+	±	6+3-
1209	Try and Get Me (Reviewed as Sound of Fury)	(92)	Drama	UA	12- 9-50	+	++	+	++	+	+	±	9+1-
1304	Two-Dollar Bettor	(72)	Drama	Realart	9-29-51	+	±	±	+	+	+	±	7+3-
1274	Two Gals and a Guy	(70)	Comedy	UA	6-30-51	±	—	±	±	=			3+6-
1273	Two of a Kind	(75)	Drama	Col	6-30-51	+	±	±	±	+	±	±	7+5-
1309	Two Tickets to Broadway	(106)	Musical	RKO	10-20-51	+	+	+	++	++	+	±	9+1-
	U												
1202	Undercover Girl	(83)	Drama	U-I	11-11-50	—	±	±	+	+	±	+	6+4-
1216	Under the Gun	(83)	Drama	U-I	12-23-50	+	±	±	+	+	±	±	7+4-
1310	Unknown Man, The	(88)	Drama	MGM	10-20-51	+	±	—	±	±	+	+	6+4-
1315	Unknown World	(63)	Drama	LP	11- 3-51	—	±	±		—			2+4-
1236	Up Front	(92)	War Drama	U-I	3- 3-51	+	+	++	+	+	+	++	9+
1316	Utah Wagon Train	(67)	Western	Rep	11- 3-51	+		±	±	+	+	±	6+3-
	V												
1234	Valentino	(105)	Drama	Col	2-24-51	++	+	++	++	++	+	+	11+
1318	Valley of Fire	(63)	Western	Col	11-10-51	+		+	+	±	±		5+2-
	Varieties on Parade	(67)	Musical	LP						±			1+1-
1207	Vendetta	(84)	Drama	RKO	12- 2-50	±	±	+	±	++	—	±	7+4-
1227	Vengeance Valley	(82)	Sup-West	MGM	2- 3-51	+	+	+	++	++	+	+	9+
1120	Vicious Years, The	(81)	Drama	UA									
	W												
	Wanted: Dead or Alive	(58)	Western	Mono								±	1+1
1265	Warpath	(95)	Drama	Para	6- 2-51	+	+	±	+	++	+	±	8+2-
1205	Watch the Birdie	(71)	Comedy	MGM	11-25-50	+	+	+	++	+	+	±	8+1-
1324	Weekend With Father	(83)	Comedy	U-I	12- 1-51	+	+	+	+	+	+		6+
1295	Well, The	(88)	Drama	UA	9- 8-51	++	++	++	++	++	++	+	13+
1260	Wells Fargo Gunmaster	(60)	Western	Rep	5-19-51	+		±	±	+	+	±	6+3
1321	Westward the Women	(86)	Drama	MGM	11-24-51	+	±	+	+	++	++		8+1-
1249	When I Grow Up	(90)	Drama	UA	4-14-51	+	+	+	+	±	++		7+1-
1257	When the Redskins Rode	(78)	Western	Col	5-12-51	±	±	±	+	+	±		6+4-
1294	When Worlds Collide	(81)	Drama	Para	9- 1-51	++	±	+	++	++	+		9+1-
1160	Where Danger Lives	(84)	Drama	RKO	6-24-50	±	±	±	±	+	±	+	7+5-
1316	Whip Hand, The	(81)	Drama	RKO	11- 3-51	+	±	+	—	±	±		5+4-
	Whistling Hills	(58)	Western	Mono									
1250	Whirlwind	(70)	Western	Col	4-14-51	+		±	+	++	±		6+2-
1287	Whistle at Eaton Falls, The	(96)	Drama	Col	8-18-51	+	±	±	+	=	++	+	7+4-
1260	Wicked City, The	(76)	Drama	UA	5-19-51	+	—		—				1+3
1325	Wild Blue Yonder, The	(98)	Drama	Rep	12- 8-51	+	±	+	+	±			5+2-
	Woman in the Dark	(..)	Drama	Rep									
	Y												
1232	Yank in Korea, A	(73)	War-Drama	Col	2-17-51	+	±	±	+	+	±	+	7+3-
	Yellow Fin	(74)	Drama	Mono			—	±		+		±	3+3-
1283	Yes Sir, Mr. Bones	(53)	Musical	LP	8- 4-51	±	±	±		—			3+4-
1292	You Never Can Tell	(78)	Comedy	U-I	8-25-51	+	+	+	++	++	+		8+
1233	You're in the Navy Now (Reviewed as U S S Teakettle)	(93)	Com.	20th-Fox	2-24-51	+	++	+	+	+	+	+	8+
	Yukon Manhunt	(63)	Adv.-Dr.	Mono			±			+	±	—	3+3-

FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time is in parentheses. Type of story is indicated by letters and combinations thereof as follows: (C) Comedy; (D) Drama; (CD) Comedy-Drama; (F) Fantasy; (M) Musical; (W) Western; (SW) Superwestern. Release number follows: Ω denotes BOXOFFICE Blue Ribbon Award Winner. ⊙ denotes color photography. For review dates and Picture Guide page numbers, see Review Digest.

COLUMBIA

Type Rel. No.

FEBRUARY

Born Yesterday (103)..........C..344
Judy Holliday, William Holden, Brod. Crawford
Operation X (79)..............D..333
Edward G. Robinson, Peggy Cummins
Revenue Agent (72)............D..312
Douglas Kennedy, Jean Willes, Onslow Stevens
Counterspy Meets Scotland Yard (67) ....D..307
Yank in Korea, A (73)........D..346
Ridin' the Outlaw Trail (56)....W..364

MARCH

⊙Al Jennings of Oklahoma (79) D..327
"M" (88) ....D..347
David Wayne, Howard DaSilva, Luther Adler
My True Story (67)............D..308
Willard Parker, Helen Walker, E. Risdon
Flame of Stamboul (68).........D..314
Richard Denning, Lisa Ferraday
Texans Never Cry (68).........W..352
Gene Autry, Pat Buttram, Mary Castle
Fort Savage Raiders (54)......W..365

APRIL

⊙Valentino (105) ....D..320
Eleanor Parker, Anthony Dexter, R. Carlson
⊙Santa Fe (89) ....W..330
Randolph Scott, Janis Carter, Jerome Courtland
Fury of the Congo (69).........D..329
Johnny Weissmuller, Sherry Moreland
Whirlwind (70) ....W..354
Gene Autry, Smiley Burnette, Gail Davis

MAY

Brave Bulls, The (108).........D..321
Mel Ferrer, Miroslava, Anthony Quinn
Her First Romance (73)........C..358
Margaret O'Brien, Allan Martin jr., J. Hunt
⊙When the Redskins Rode (78) W..339
Jon Hall, Mary Castle, James Seay
Smuggler's Gold (64)..........D..315
Cameron Mitchell, Amanda Blake, C. B. Reid
Snake River Desperadoes (54)..W..366
Charles Starrett, Smiley Burnette, D. Reynolds

JUNE

⊙Lorna Doone (84)............C..336
Barbara Hale, Richard Greene, Ron Randell
⊙Texas Rangers, The (74).....W..325
George Montgomery, Gale Storm, N. Beery jr.
China Corsair (67).............D..316
Jon Hall, Lisa Ferraday, Ron Randell
Silver Canyon (70)..............W..355
Gene Autry, Champion, Gail Davis

JULY

Sirocco (98) ....D..348
Humphrey Bogart, Lee J. Cobb, Marta Toren
⊙Hurricane Island (72)........D..349
Two of a Kind (75).............D..350
Edmond O'Brien, Lizabeth Scott, Terry Moore
Big Gusher (68) ....D..306
Wayne Morris, Preston Foster, Dorothy Patrick
Bonanza Town (56)............W..367
⊙Mask of the Avenger (83)....D..359
John Derek, Anthony Quinn, Jody Lawrance

AUGUST

Whistle at Eaton Falls, The (96) D..322
Lloyd Bridges, Dorothy Gish, C. Carpenter
Never Trust a Gambler (79)....D..326
Dane Clark, Cathy O'Donnell, Tom Drake
Pickup (78) ....D..357
Beverly Michaels, Hugo Haas, Allan Nixon
Cyclone Fury (54) ....W..368
Charles Starrett, Smiley Burnette, F. Sears
Chain of Circumstance (68)....D..309
Richard Grayson, Margaret Field, D. Fowley

SEPTEMBER

Saturday's Hero (111)..........D..401
John Derek, Donna Reed, Sidney Blackmer
Lady and the Bandit, The (79)..D..337
Louis Hayward, Patricia Medina, T. Tully
⊙Sunny Side of the Street(71)..M..408
Frankie Laine, Billy Daniels, Terry Moore
Magic Face, The (89)...........D..402
Luther Adler, Patricia Knight, W. L. Shirer
Corky of Gasoline Alley (70)..D..302
Hil's of Utah (70).............W..356

OCTOBER

⊙Magic Carpet, The (84)......C..410
Lucille Ball, John Agar, Patricia Medina
Criminal Lawyer (74)..........D..412
Pat O'Brien, Jane Wyatt, Jerome Cowan
Mob, The (87)..................D..407
Broderick Crawford, Betty Buehler, R. Kiley
Five (93) ....D..371
William Phipps, Susan Douglas, Earl Lee
Jungle Manhunt (66)...........D..411
Kid From Amarillo, The (56)...W..488

NOVEMBER

⊙Barefoot Mailman, The (83)..C..404
Robert Cummings, Terry Moore
Harlem Globetrotters, The (80)..C..405
Thomas Gomez, Harlem Globetrotters
Son of Dr. Jekyll, The (77)....D..409
Louis Hayward, Jody Lawrance
Valley of Fire (63).............W..353
Gene Autry, Pat Buttram

DECEMBER

⊙Ten Tall Men (97)...........D..413
Burt Lancaster, Jody Lawrance
⊙Man in the Saddle (87)......D..420
Randolph Scott, Joan Leslie
Purple Heart Diary (73).......D..421
Frances Langford, Tony Romano
Family Secret, The (85).........D..414
Lee J. Cobb, John Derek, J. Lawrance
Pecos River (55)...............W..484
Charles Starrett, Smiley Burnette

JANUARY

Boots Malone (103)............D..419
William Holden, Johnny Stewart, S. Clements
⊙Indian Uprising (..)..........D..417
George Montgomery, Audrey Long
Storm Over Tibet (87)..........D..416
Diana Douglas, Rex Reason
Old West, The (..).............D..473
Gene Autry, Gail Davis, Pat Buttram
Smoky Canyon (..)............W..483
Charles Starrett, Smiley Burnette

LIPPERT

Type Rel. No.

FEBRUARY

2 Steel Helmet, The (84).......D..5006
Gene Evans, Steve Brodie, James Edwards
23 Fingerprints Don't Lie (56)....D..5015
Richard Travis, Sid Melton, Sheila Ryan

MARCH

16 Mask of the Dragon (53)......D..5013
Richard Travis, Sid Melton, Sheila Ryan
30 Stop That Cab (56)...........C..5014
Sid Melton, Iris Adrian, Marjorie Lord

APRIL

20 Danger Zone (56).............D..5017
Hugh Beaumont, Edward Brophy, R. Travis
27 Pier 23 (59)..................D..5018
Hugh Beaumont, Ann Savage

MAY

4 Roaring City (57).............D..5016
Hugh Beaumont, Richard Travis
18 Kentucky Jubilee (67).........C..5007
Jerry Colonna, Jean Porter, James Ellison

JUNE

15 Little Big Horn (82).........W..5003
John Ireland, Marie Windsor, Lloyd Bridges
22 Savage Drums (70)...........W..5001
Sabu, Lita Baron, Sid Melton

JULY

6 G.I. Jane (62)................C..5012
Jean Porter, Tom Neal, Iris Adrian
13 Yes Sir, Mr. Bones (53)......M..5019
All-Star Minstrel Show

AUGUST

10 Varieties on Parade (67).....M..5020
Jackie Coogan, All-Star Revue
17 Lost Continent, The (82)......D..5004
Cesar Romero, Hillary Brooke, Chick Chandler

SEPTEMBER

21 Leave It to the Marines (66)...C..5005
Sid Melton, Mara Lynn
28 As You Were (57)............C..5023
William Tracy, Joe Sawyer

OCTOBER

12 Sky High (60)................C..5024
Sid Melton, Mara Lynn
26 Highly Dangerous (81).......D..5029
Dane Clark, Margaret Lockwood
26 Unknown World (63).........D..5101
Bruce Kellogg, Marilyn Nash

NOVEMBER

9 FBI Girl (74)..................D..5002
Cesar Romero, Audrey Totter
23 Superman and the Mole Men (58) ....D..5030
George Reeves, Phyllis Coates

DECEMBER

7 Great Adventure, The (75)....D..5021
Dennis Price, Jack Hawkins
21 Tales of Robin Hood (59)......D..5008
Robert Clarke, Mary Hatcher

JANUARY

11 For Men Only (..)...........D..5102
Paul Henreid, Margaret Field
18 Man Bait (..)...............D..5103
George Brent, Marguerite Chapman

M-G-M

Type Rel. No.

FEBRUARY

9 Magnificent Yankee, The (88)..D..116
Louis Calhern, Ann Harding, Eduard Franz
16 ⊙Vengeance Valley (82)......SW..117
Burt Lancaster, Robert Walker, Joanne Dru
23 Cause for Alarm (73)..........D..118
Loretta Young, Barry Sullivan, Bruce Cowling

MARCH

9 Three Guys Named Mike (90)...C..119
Jane Wyman, Van Johnson, Howard Keel
16 Inside Straight (87)...........D..123
David Brian, Arlene Dahl, Barry Sullivan
23 Ω⊙Royal Wedding (92).......M..121
Fred Astaire, Jane Powell, Peter Lawford

APRIL

13 ΩFather's Little Dividend (81)..C..124
Spencer Tracy, Joan Bennett, Elizabeth Taylor
20 Soldiers Three (92)............D..126
Walter Pidgeon, Stewart Granger, David Niven
27 Ω⊙Great Caruso, The (109)....M..127
Mario Lanza, Ann Blyth, Dorothy Kirsten

MAY

4 ⊙Painted Hills, The (68).......D..125
Lassie, Paul Kelly, Gary Gray, Ann Doran
18 Home Town Story (61).........D..128
Donald Crisp, Jeffrey Lynn, Marjorie Reynolds
25 Go for Broke! (93)............D..129
Van Johnson, Warner Anderson, L. Nakano

JUNE

8 Night Into Morning (86).......D..130
Ray Milland, John Hodiak, Nancy Davis
15 No Questions Asked (81).......D..132
Arlene Dahl, George Murphy, Barry Sullivan
22 ⊙Excuse My Dust (82).........M..133
Red Skelton, Sally Forrest, Macdonald Carey
29 Kind Lady (78)................D..134
Ethel Barrymore, Maurice Evans, A. Lansbury

JULY

6 Strictly Dishonorable (94).......D..131
Ezio Pinza, Janet Leigh, Millard Mitchell
13 ⊙Show Boat (108)............M..135
Kathryn Grayson, Howard Keel, Ava Gardner
20 Law and the Lady (104).......C..136
Greer Garson, Michael Wilding, Marjorie Main
27 Teresa (105) ....D..137
Pier Angeli, John Ericson, Patricia Collinge

AUGUST

3 ⊙Rich, Young and Pretty (95)..M..138
Jane Powell, Vic Damone, Danielle Darrieux
17 Tall Target, The (78)..........D..139
Dick Powell, Paula Raymond, Adolphe Menjou
31 Strip, The (85)...............D..140
Mickey Rooney, Sally Forrest, Monica Lewis

SEPTEMBER

7 People Against O'Hara (103)...D..201
Spencer Tracy, John Hodiak, Diana Lynn
14 ΩAngels in the Outfield (102)..D..202
Paul Douglas, Janet Leigh, Keenan Wynn
21 ⊙Mr. Imperium (87)..........M..203
Lana Turner, Ezio Pinza, Barry Sullivan
28 Red Badge of Courage (69)....D..204
Audie Murphy, Bill Mauldin, J. Dierkes

OCTOBER

5 ⊙Texas Carnival (77)..........C..205
Red Skelton, Esther Williams, Howard Keel
12 Bannerline (88) ....D..206
Sally Forrest, Lionel Barrymore, K. Brassell
19 Man With a Cloak (81).........D..207
Barbara Stanwyck, Joseph Cotten, L. Caron
26 ⊙Across the Wide Missouri (81) SW..208
Clark Gable, John Hodiak, M. E. Marques

NOVEMBER

2 Ω⊙An American in Paris (113).M..209
Gene Kelly, Leslie Caron, Oscar Levant
16 Unknown Man, The (88).......D..210
Walter Pidgeon, Ann Harding
23 Too Young to Kiss (91)........C..211
Van Johnson, June Allyson, Gig Young

DECEMBER

7 Light Touch, The (107)........D..212
Stewart Granger, Pier Angeli, George Sanders
14 Calling Bulldog Drummond (81).D..213
Walter Pidgeon, Margaret Leighton
28 Callaway Went Thataway (81)..C..214
Dorothy McGuire, Fred MacMurray, H. Keel

JANUARY

4 It's a Big Country (89)......Doc..215
Ethel Barrymore, Gary Cooper, Van Johnson
11 Westward the Women (86).....D..216
Robert Taylor, Denise Darcel, Julie Bishop
18 ⊙Pandora and the Flying Dutchman (123) ....D..217
Ava Gardner, James Mason, Nigel Patrick

MONOGRAM

Type Rel. No.

FEBRUARY

4 Abilene Trail (64) ....W..4946
Whip Wilson, Andy Clyde, Noel Neill
11 Rhythm Inn (71).............M..5113
Jane Frazee, Kirby Grant, Charles Smith
18 Vicious Years, The (81).......D..5191
Tommy Cook, Gar Moore, Sybil Merritt

MARCH

4 Navy Bound (61).............C..5120
Tom Neal, Regis Toomey, Wendy Waldron
11 Man From Sonora (54).......W..5141
Johnny Mack Brown, Lyle Talbot, Lee Roberts
18 Gypsy Fury (63).............D..5192
Viveca Lindfors, Christopher Kent, R. Brent
25 Lion Hunters, The (73)........D..5109
Johnny Sheffield, Ann Todd, Morris Ankrum

APRIL

8 Canyon Raiders (54).........W..5151
Whip Wilson, Fuzzy Knight, Phyllis Coates
15 I Was an American Spy (85)..D..AA19
Ann Dvorak, Gene Evans, Douglas Kennedy
29 Ghost Chasers (69)...........C..5112
Huntz Hall, Leo Gorcey, Bowery Boys

MAY

6 Blazing Bullets (51)..........W..5142
Johnny Mack Brown, Lois Hall
13 ⊙Cavalry Scout (78).........W..5101
Audrey Long, Rod Cameron, Jim Davis
20 According to Mrs. Hoyle (60)..D..5122
Spring Byington, Tanis Chandler, Brett King
27 Nevada Badmen (58).........W..5152
Whip Wilson, Fuzzy Knight, Phyllis Coates

JUNE

10 Casa Manana (73)............M..5116
Robert Clarke, Virginia Welles
17 Father Takes the Air (61)....C..5126
Raymond Walburn, Walter Catlett
24 Montana Desperado (51)......W..5143
Johnny Mack Brown, Lois Hall

JULY

8 Yukon Manhunt (63).........D..5123
Kirby Grant, Chinook, Gail Davis
15 Stagecoach Driver (52).......W..5153
Whip Wilson
29 Let's Go Navy (68)..........C..5113
Leo Gorcey, Huntz Hall, Tom Neal

AUGUST

19 Oklahoma Justice (56)........W..5144
Johnny Mack Brown

SEPTEMBER

9 Wanted: Dead or Alive (58)..W..5154
Whip Wilson, Andy Clyde
16 Joe Palooka in Triple Cross (60) D..5118
Joe Kirkwood, Cathy Downs
30 Disc Jockey (77).............M..AA21
Ginny Simms, Michael O'Shea, Jane Nigh

OCTOBER

7 Whistling Hills (58)..........W..5145
Johnny Mack Brown, James Ellison
14 Yellow Fin (74)...............D..5108
Wayne Morris, Damian O'Flynn
21 ⊙The Highwayman (82)......D..AA20
Philip Friend, Wanda Hendrix
28 Elephant Stampede (71)......D..5110
Johnny Sheffield, Donna Martell

NOVEMBER

7 Lawless Cowboys (58)........W..5155
Whip Wilson
11 ⊙Flight to Mars (71)........D..5103
Marguerite Chapman, Cameron Mitchell
18 Crazy Over Horses (65).......C..5114
Leo Gorcey, Huntz Hall, David Gorsey
25 The Longhorn (70)..........W..5223
Bill Elliott, Phyllis Coates

DECEMBER

2 Texas Lawmen (54)..........W..5146
Johnny Mack Brown, James Ellison
9 Northwest Territory (61)......D..5124
Kirby Grant, Chinook
30 Stage to Blue River (56).....W..5156
Whip Wilson

JANUARY

6 Steel Fist (..)................D..5217
Roddy McDowall, Kristine Miller
13 Outlaw Town (..)............W..5241
Johnny Mack Brown, James Ellison
20 ⊙Aladdin and His Lamp (..)..D..5299
Patricia Medina, John Sands

FEATURE CHART

PARAMOUNT Type Rel. No.	RKO RADIO Type Rel. No.	REPUBLIC Type Rel. No.	20TH CENTURY-FOX Type Rel. No.	
September Affair (104).......D..5012 Joan Fontaine, Joseph Cotten, Jessica Tandy 22 **⊙Great Missouri Raid, The (85) D..5013** Wendell Corey, Ellen Drew, Macdonald Carey	10 **Cry Danger (79)..............D..115** Dick Powell, Rhonda Fleming, Richard Erdman 24 **Law of the Badlands (60).......D..111** Tim Holt, Richard Martin, Joan Dixon	2 **Spoilers of the Plains (67)....W..5041** Roy Rogers, Penny Edwards, Gordon Jones 23 **Missing Women (60)...........D..5025** Penny Edwards, James Millican, J. Alvin 22 **Night Riders of Montana (60)..W..5059** Allan Lane, Claudia Barrett, Chubby Johnson	**⊙Call Me Mister (95).........M..104** Betty Grable, Dan Dailey, Dale Robertson **⊙I'd Climb the Highest Mountain (88) ....D..105** Susan Hayward, William Lundigan, R. Calhoun **13th Letter, The (85)..........D..107** Linda Darnell, Charles Boyer, Michael Rennie	FEBRUARY
Redhead and the Cowboy (82) D..5015 Glenn Ford, Rhonda Fleming, Alan Reed 14 **Mating Season, The (101).....C..5016** Gene Tierney, John Lund, Miriam Hopkins 28 **⊙Samson and Delilah (128)...D..5010** Victor Mature, Hedy Lamarr, George Sanders	3 **Payment on Demand (90).......D..171** Bette Davis, Barry Sullivan, Kent Taylor 17 **Tarzan's Peril (79)............D..172** Lex Barker, Virginia Huston, George Macready 31 **Thing From Another World (86) D..174** Eduard Franz, Margaret Sheridan, James Arness	1 **Silver City Bonanza (67).......W..5051** Rex Allen, Buddy Ebsen, Mary Ellen Kay 5 **Cuban Fireball (78).........MC..5007** Estelita Rodriguez, Warren Douglas 16 **⊙Oh! Susanna (90)............D..5008** Rod Cameron, Adrian Booth, Forrest Tucker 23 **Insurance Investigator (60)....D..5026** Richard Denning, Audrey Long, Hillary Brooke 30 **Heart of the Rockies (67)....W..5042** Roy Rogers, Penny Edwards, Gordon Jones	**⊙Sword of Monte Cristo (80)...D..106** George Montgomery, Berry Kroeger, P. Corday **Lucky Nick Cain (87)..........D..108** George Raft, Coleen Gray, Charles Goldner **⊙Bird of Paradise (100).......D..109** Louis Jourdan, Debra Paget, Jeff Chandler **Of Men and Music (85).......M..137** Artur Rubinstein, Jan Peerce, Jascha Heifetz	MARCH
Molly (83) ....C..5011 (Rev. as The Goldbergs) Gertrude Berg, Philip Loeb **⊙Quebec (85) ....D..5017** John Barrymore Jr., Corinne Calvet, P. Knowles **Lemon Drop Kid, The (91)....C..5018** Bob Hope, Marilyn Maxwell, Lloyd Nolan	7 **Saddle Legion (60)............W..117** Tim Holt, Dorothy Malone, Richard Martin 14 **Footlight Varieties (61).......M..116** Jack Paar, Red Buttons, Leon Errol 21 **My Forbidden Past (70)........D..114** Ava Gardner, Melvyn Douglas, Robert Mitchum	8 **Thunder in God's Country (67).W..5052** Rex Allen, Mary Ellen Kay, Buddy Ebsen	**Kefauver Crime Invest. (52)....D..138** **You're in the Navy Now (93)...C..110** (Rev. as U.S.S. Teakettle) Gary Cooper **I Can Get It for You Wholesale (91) ....D..111** Dan Dailey, Susan Hayward, G. Sanders **14 Hours (91) ....D..114** Paul Douglas, Richard Basehart, B. Bel Geddes	APRIL
Appointment With Danger (90) D..5019 Alan Ladd, Jan Sterling, Phyllis Calvert **⊙Last Outpost, The (89)......D..5020** Ronald Reagan, Rhonda Fleming, Peter Hanson **Dear Brat (82)..............D..5021** Mona Freeman, Edward Arnold, Billy DeWolfe	5 **Tokyo File 212 (84)...........D..175** Florence Marly, Robert Peyton, K. Halda 7 **Kon-Tiki (73) ....D..173** Thor Heyerdahl, Knut Haugland 19 **Sealed Cargo (90)............D..118** Dana Andrews, Claude Rains, Carla Balenda 26 **⊙Jungle Headhunters (65).....D..177** Lewis Cotlow, All Native Cast	1 **Buckaroo Sheriff of Texas (60) W..5066** Michael Chapin, Eilene Janssen 15 **In Old Amarillo (67).........W..5043** Roy Rogers, Estelita Rodriguez, Penny Edwards 15 **Wells Fargo Gunmaster (60)...W..5061** Allan Lane, Mary Ellen Kay, C. Johnson 15 **Bullfighter and the Lady (87) D..5009** Robert Stack, Gilbert Roland, Virginia Grey 30 **Million Dollar Pursuit (60)....D..5028** Penny Edwards, Grant Withers, Norman Budd	**Follow the Sun (90)............D..112** Glenn Ford, Anne Baxter, Dennis O'Keefe **Rawhide (86) ....SW..113** Tyrone Power, Susan Hayward, Hugh Marlowe **⊙⊙On the Riviera (89)......MC..115** Danny Kaye, Gene Tierney, Corinne Calvet	MAY
Trio (92) ....D..5030 Jan Simmons, Michael Rennie, Anne Crawford	16 **⊙Best of the Badmen (84)....W..176** Robert Ryan, Claire Trevor, Jack Buetel 29 **Hard, Fast and Beautiful (78)..D..119** Claire Trevor, Sally Forrest, Carleton Young	1 **Fighting Coast Guard (86)....D..5010** Brian Donlevy, Forrest Tucker, Ella Raines 28 **Secrets of Monte Carlo (60)...D..5030** Warren Douglas, Lois Hall, June Vincent	**⊙Half Angel (80)..............D..116** Loretta Young, Joseph Cotten, Cecil Kellaway **House on Telegraph Hill (93)...D..117** Richard Basehart, Valentina Cortesa **As Young As You Feel (77)....C..120** Monty Woolley, Thelma Ritter, David Wayne	JUNE
⊙Passage West (80).........W..5022 John Payne, Arleen Whelan, Dennis O'Keefe **Big Carnival, The (112)......D..5023** (Rev. as Ace in the Hole) Kirk Douglas, Jan Sterling, Porter Hall	18 **⊙Happy Go Lovely (88).......M..262** David Niven, Vera-Ellen, Cesar Romero 28 **⊙⊙Alice in Wonderland (75)...D..291** (Walt Disney cartoon) **Lilli Marlene (73).............D..203** Lisa Daniely, Hugh McDermott, J. Blythe	1 **The Dakota Kid (60)........W..5067** Michael Chapin, Eilene Janssen, James Bell 15 **Rodeo King and Senorita (67) W..5053** Rex Allen, Mary Ellen Kay, Buddy Ebsen 15 **Fugitive Lady (78)...........D..5011** Janis Paige, Binnie Barnes, Tony Centa	**Guy Who Came Back, The (91)..D..118** Paul Douglas, Joan Bennett, Linda Darnell **⊙Take Care of Little Girl (93) M..119** Jeanne Crain, Jean Peters, Dale Robertson **⊙Frogmen, The (96)..........D..122** Dana Andrews, Gary Merrill, Richard Widmark	JULY
Peking Express (85)..........D..5024 Joseph Cotten, Corinne Calvet, Edmund Gwenn **That's My Boy (98)..........C..5026** Dean Martin, Jerry Lewis, Ruth Hussey **⊙Warpath (95) ....D..5025** Edmond O'Brien, Dean Jagger, Forrest Tucker	11 **Flying Leathernecks (102)......D..261** John Wayne, Robert Ryan, Janis Carter **Roadblock (73) ....D..204** Charles McGraw, Joan Dixon **Pistol Harvest (60)...........W..205** Tim Holt, Joan Dixon, Lowell Gilmore 28 **His Kind of Woman (120)......D..201** Robert Mitchum, Jane Russell, Vincent Price	10 **This Is Korea (50).........Doc..5127** 24 **Fort Dodge Stampede (60)....W..5062** Allan "Rocky" Lane, Mary Ellen Kay	**Secret of Convict Lake, The (83) D..123** Glenn Ford, Gene Tierney, Ethel Barrymore **Mr. Belvedere Rings the Bell (88) C..124** Clifton Webb, Joanne Dru, Hugh Marlowe **⊙Meet Me After the Show (86) M..125** Betty Grable, Macdonald Carey, Rory Calhoun	AUGUST
Here Comes the Groom (114)..C..5101 Bing Crosby, Jane Wyman, Franchot Tone **Place in the Sun, A (122)....D..5102** Montgomery Clift, Elizabeth Taylor **Rhubarb (94) ....C..5103** Ray Milland, Jan Sterling, Gene Lockhart	6 **On the Loose (74)............D..202** Joan Evans, Melvyn Douglas, Lynn Bari 22 **Behave Yourself! (81)........CD..206** Farley Granger, Shelley Winters, W. Demarest	15 **Arizona Manhunt (60).......W..5068** Michael Chapin, Eilene Janssen, James Bell 15 **Havana Rose (77)...........D..5124** Estelita Rodriguez, Hugh Herbert, B. Williams	**People Will Talk (110).........C..126** Cary Grant, Jeanne Crain, F. Currie **Millionaire for Christy, A (90)..C..127** Fred MacMurray, Eleanor Parker, R. Carlson **Day the Earth Stood Still (92)..D..129** Michael Rennie, Patricia Neal, H. Marlowe	SEPTEMBER
⊙Crosswinds (93) ....D..5104 John Payne, Rhonda Fleming, Forrest Tucker **Darling, How Could You! (96)..C..5108** Joan Fontaine, John Lund, Mona Freeman	**Hot Lead (61)...............W..209** Tim Holt, Richard Martin, Joan Dixon **⊙Slaughter Trail (78).........W..207** Brian Donlevy, Virginia Grey, A. Devine 20 **⊙Drums in the Deep South (87) ..D..211** James Craig, Barbara Payton, G. Madison 27 **The Blue Veil (114)...........D..263** Jane Wyman, Charles Laughton, J. Blondell	8 **Adventures of Cpt. Fabian(100) D..5101** Errol Flynn, Micheline Prelle, V. Price 12 **Sea Hornet, The (84)........D..5102** Rod Cameron, Adele Mara 15 **Utah Wagon Train (67)......W..5054** Rex Allen, Penny Edwards 15 **South of Caliente (66).......W..5151** Roy Rogers, Dale Evans	**Desert Fox, The (87)..........D..130** James Mason, Jessica Tandy, C. Hardwicke **Journey Into Light (87)........D..132** Sterling Hayden, Viveca Lindfors, T. Mitchell **No Highway in the Sky (98)....D..121** James Stewart, Marlene Dietrich, G. Johns **Love Nest (84)...............C..131** June Haver, William Lundigan, Frank Fay	OCTOBER
Detective Story (103).........D..5111 Kirk Douglas, Eleanor Parker, W. Bendix **Submarine Command (87).....D..5107** William Holden, Nancy Olson, W. Bendix **⊙When Worlds Collide (81)....D..5106** Richard Derr, Barbara Rush, J. Hoyt	**Racket, The (90)..............D..210** Robert Mitchum, Lizabeth Scott **Jungle of Chang (67).........D..208** Documentary of Thailand **⊙Two Tickets to Broadway (106) M..264** Janet Leigh, Tony Martin **Whip Hand, The (81)..........D..212** Elliott Reid, Carla Balenda, L. Tuttle	**Street Bandits (54)...........D..5130** Penny Edwards, Robert Clarke **Desert of Lost Men (54)......W..5063** Allen Lane, Mary Ellen Kay **Stormbound (60) ....D..5032** Constance Dowling (Italian-language)	**Let's Make It Legal (77)......C..133** Claudette Colbert, Macdonald Carey **⊙Anne of the Indies (81)......D..134** Jean Peters, Louis Jourdan, Debra Paget **⊙Golden Girl (111)...........M..136** Mitzi Gaynor, Dennis Day, D. Robertson	NOVEMBER
⊙Silver City (90)............D..5112 Yvonne DeCarlo, Edmond O'Brien, R. Arlen **My Favorite Spy (93).........C..5110** Bob Hope, Hedy Lamarr	**Double Dynamite (80).........C..214** Jane Russell, Frank Sinatra, Groucho Marx **On Dangerous Ground (82).....D..215** Ida Lupino, Robert Ryan **Overland Telegraph (60)......W..216** Tim Holt, Gail Davis	5 **Wild Blue Yonder, The (98)....D..5103** Vera Ralston, Wendell Corey, Phil Harris 15 **Pals of the Golden West (68)..W..** Roy Rogers, Dale Evans **⊙Honeychile (..) ....C..** Judy Canova, Eddie Foy Jr., Alan Hale Jr.	**Elopement (81) ....C..141** Clifton Webb, Anne Francis, Wm. Lundigan **⊙I'll Never Forget You (90)....D..142** Tyrone Power, Ann Blyth, Michael Rennie **Girl on the Bridge, The (77)....D..139** Hugo Haas, Beverly Michaels **Fixed Bayonets (92)...........D..140** Richard Basehart, Michael O'Shea	DECEMBER
⊙Hong Kong (91)............D..5109 Ronald Reagan, Rhonda Fleming, N. Bruce **⊙Red Mountain (84).........D..5113** Alan Ladd, Lizabeth Scott, A. Kennedy	**I Want You (102)............D..251** Dorothy McGuire, Dana Andrews, F. Granger **⊙Tembo (80) ....Doc..** Howard Hill	15 **Woman in the Dark (..).....D..** Penny Edwards, Ross Elliott 22 **Captive of Billy the Kid (..)..W..** Allan "Rocky" Lane	**Decision Before Dawn (119)....D..205** Gary Merrill, Richard Basehart **⊙Kangaroo (..) ....D..135** Maureen O'Hara, Peter Lawford **Model and the Marriage Broker (105) ....C..201** Jeanne Crain, Scott Brady, Thelma Ritter	JANUARY

FEATURE CHART

	UNITED ARTISTS (Type, Rel. No.)	UNIVERSAL-INT'L (Type, Rev. No.)	WARNER BROS. (Type, Rel. No.)
FEBRUARY	3 They Were Not Divided (102)..D..275 Edward Underdown, Ralph Clanton, H. Cherry	⊙Tomahawk (82)..SW..110 Van Heflin, Yvonne DeCarlo, Preston Foster Target Unknown (90)..D..111 Mark Stevens, Don Taylor, Joyce Holden Operation Disaster (100)..D..113 John Mills, Richard Attenborough, Helen Cherry Bedtime for Bonzo (83)..C..112 Ronald Reagan, Diana Lynn, Walter Slezak	10 Storm Warning (91)..D..014 Ginger Rogers, Ronald Reagan, Doris Day 24 Enforcer, The (88)..D..015 Humphrey Bogart, Zero Mostel, Ted de Corsia
MARCH	1 Blue Lamp, The (84)..D..016 Jack Warner, Jimmy Hanley, Dirk Bogarde 8 Naughty Arlette (86)..C..226 15 My Outlaw Brother (82)..D..209 (Rev. as My Brother, the Outlaw) 16 Second Woman, The (91)..D..639 Robert Young, Betsy Drake, John Sutton 22 Circle of Danger (86)..D..207 Ray Milland, Patricia Roc, Marius Goring 29 So Long at the Fair (85)..D..270	Abbott and Costello Meet the Invisible Man (82)..C..116 Bud Abbott, Lou Costello, Nancy Guild Groom Wore Spurs, The (81)..C..114 Ginger Rogers, Joan Davis, Jack Carson Air Cadet (94)..CD..115 Stephen McNally, Alex Nicol, Gail Russell	3 ⊙Sugarfoot (80)..WD..016 Randolph Scott, Adele Jergens, Raymond Massey 10 Lightning Strikes Twice (91)..D..019 Ruth Roman, Richard Todd, M. McCambridge 24 ⊙Lullaby of Broadway (92)..M..020 Doris Day, Gene Nelson, S. Z. Sakall
APRIL	3 Badman's Gold (56)..W..262 6 Scarf, The (86)..D..644 10 Long Dark Hall, The (86)..D..214 20 When I Grow Up (90)..D..215 20 Skipalong Rosenbloom (72)..W..213 Max Rosenbloom, Max Baer, Jackie Coogan 27 Oliver Twist (105)..D..216 27 Man From Planet X (70)..D..647	Up Front (92)..C..118 David Wayne, Tom Ewell, Marina Berti ⊙Double Crossbones (75)..MC..119 Donald O'Connor, Helena Carter, Will Geer Ma and Pa Kettle Back on the Farm (80)..C..117 Marjorie Main, Percy Kilbride, Meg Randall	7 Raton Pass (84)..W..021 Dennis Morgan, Patricia Neal, Steve Cochran 21 Only the Valiant (105)..SW..022 Gregory Peck, Barbara Payton, Ward Bond
MAY	4 Try and Get Me (92)..D..643 (Rev. as Sound of Fury) Frank Lovejoy 11 First Legion, The (86)..D..648 Charles Boyer, Lyle Bettger, Leo G. Carroll 15 Odette (105)..D..652 Anna Neagle, Trevor Howard, Marius Goring 25 Prowler, The (92)..D..650 Van Heflin, Evelyn Keyes, John Maxwell	Fat Man, The (77)..D..120 J. Scott Smart, Rock Hudson, Julie London Katie Did It (81)..C..122 Ann Blyth, Mark Stevens, Cecil Kellaway ⊙Smuggler's Island (75)..D..121 Jeff Chandler, Evelyn Keyes, Philip Friend	5 I Was a Communist for the FBI (83)..D..023 Frank Lovejoy, Dorothy Hart, Phillip Carey 19 Goodbye, My Fancy (107)..C..024 Joan Crawford, Robert Young, Frank Lovejoy
JUNE	1 Fabiola (96)..D..651 Michele Morgan, Henri Vidal, Michel Simon 8 Man With My Face, The (75)..D..659 Barry Nelson, Lynn Ainley, C. Matthews 15 Three Steps North (85)..D..657 Lloyd Bridges, Lea Padovani, Aldo Fabrizi	⊙Apache Drums (75)..W..123 Stephen McNally, Coleen Gray, Willard Parker Hollywood Story (77)..D..124 Richard Conte, Henry Hull, Julia Adams	2 Along the Great Divide (88)..SW..025 Kirk Douglas, Virginia Mayo, John Agar 16 Inside the Walls of Folsom Prison (87)..D..026 Steve Cochran, David Brian, Philip Carey 30 Strangers on a Train (101)..D..027 Farley Granger, Ruth Roman, Robert Walker
JULY	7 Queen for a Day (107)..D..645 Phyllis Avery, Darren McGavin 12 He Ran All the Way (77)..D..646 John Garfield, Shelley Winters, W. Ford 23 Cyrano de Bergerac (113)..D..660 Jose Ferrer, Mala Powers, William Prince 27 Hoodlum, The (61)..D..653 Lawrence Tierney, Allene Roberts, L. Golm	Francis Goes to the Races (88)..C..125 Donald O'Connor, Piper Laurie ⊙Prince Who Was a Thief (88)..D..126 Tony Curtis, Piper Laurie, Cecil Kellaway Comin' Round the Mountain (77) C..127 Bud Abbott, Lou Costello, Dorothy Shay	14 ⊙Fort Worth (80)..SW..028 Randolph Scott, David Brian, Phyllis Thaxter 28 ⊙On Moonlight Bay (95)..M..029 Doris Day, Gordon MacRae, Jack Smith
AUGUST	10 Pardon My French (81)..C.1402 Paul Henreid, Merle Oberon, P. Bonifas 17 Four in a Jeep (97)..D.1139 Viveca Lindfors, Ralph Meeker, M. Medwin 24 ⊙New Mexico (74)..D..649 Lew Ayres, Marilyn Maxwell, Andy Devine 24 St. Benny, the Dip (80)..C..658 Dick Haymes, Nina Foch, Roland Young 31 Two Gals and a Guy (70)..C..654 Janis Paige, Robert Alda, James Gleason	Iron Man (82)..D..130 Jeff Chandler, Evelyn Keyes, Stephen McNally ⊙Mark of the Renegade (81)..D..129 Ricardo Montalban, Cyd Charisse, J. C. Naish ⊙Cattle Drive (77)..W..128 Joel McCrea, Dean Stockwell, Leon Ames	11 ⊙⊙Captain Horatio Hornblower (117)..D..030 Gregory Peck, Virginia Mayo, R. Beatty
SEPTEMBER	7 Obsessed (77)..D.1188 David Farrar, Geraldine Fitzgerald 14 Gold Raiders (56)..W.1172 George O'Brien, Sheila Ryan, L. Talbot 21 Mister Drake's Duck (76)..C..655 Douglas Fairbanks jr., Yolande Donlan	⊙Little Egypt (82)..CD..131 Rhonda Fleming, Mark Stevens, Nancy Guild You Never Can Tell (78)..D..132 Dick Powell, Peggy Dow, Joyce Holden Thunder on the Hill (84)..D..133 Claudette Colbert, Ann Blyth, R. Douglas	1 Jim Thorpe—All American (105) D..101 Burt Lancaster, Charles Bickford, P. Thaxter 15 Force of Arms (100)..D..102 William Holden, Nancy Olson, Frank Lovejoy 22 Tomorrow Is Another Day (90)..D..103 Ruth Roman, Steve Cochran, L. Tuttle 29 A Streetcar Named Desire (122).D..104 Vivien Leigh, Marlon Brando, Kim Hunter
OCTOBER	15 Hotel Sahara (87)..D.1143 Yvonne DeCarlo, Peter Ustinov, R. Culver 21 Mr. Peek-a-Boo (74)..C.1146 Joan Greenwood, Marcel Arnold, R. Treville	⊙Lady From Texas (78)..D..136 Howard Duff, Mona Freeman, J. Hull Reunion in Reno (80)..C..135 Mark Stevens, Peggy Dow, G. Perreau ⊙Golden Horde, The (76)..D..134 David Farrar, Ann Blyth, G. Macready	6 ⊙Painting the Clouds With Sunshine (87)..M..105 Dennis Morgan, Virginia Mayo, S. Z. Sakall 20 Come Fill the Cup (113)..D..106 James Cagney, James Gleason, R. Massey
NOVEMBER	2 Tom Brown's Schooldays (93)..W.1148 Robert Newton, Diana Wynyard 9 ⊙Fort Defiance (81)..D.1147 Dane Clark, Ben Johnson, Peter Graves	Lady Pays Off, The (80)..D..202 Linda Darnell, Stephen McNally Raging Tide, The (94)..D..203 Shelley Winters, Richard Conte ⊙Cave of Outlaws (76)..D..201 Alexis Smith, Macdonald Carey	6 Close to My Heart (90)..D..107 Ray Milland, Gene Tierney, Fay Bainter 17 Tanks Are Coming, The (90)..D..108 Steve Cochran, Mari Aldon, Philip Carey
DECEMBER	1 Christmas Carol, A (86)..D.1149 Alastair Sim, Kathleen Harrison 7 Big Night, The (75)..D. John Barrymore jr., Preston Foster	Strange Door, The (80)..D..204 Charles Laughton, Boris Karloff Week-End With Father (83)..C..206 Van Heflin, Patricia Neal	1 Starlift (103)..D..109 Doris Day, Gordon MacRae, Ruth Roman 29 ⊙Distant Drums (101)..D..111 Gary Cooper, Mari Aldon
JANUARY	4 Lady Says No, The (82)..C.1150 Joan Caulfield, David Niven 11 Chicago Calling (74)..D.1152 Dan Duryea, Mary Anderson, R. Elliott 16 Another Man's Poison (..)..D. Bette Davis, Gary Merrill, E. Williams	Bright Victory (97)..D..208 Arthur Kennedy, Peggy Dow, Nana Bryant ⊙Flame of Araby (77)..D..207 Maureen O'Hara, Jeff Chandler, Lon Chaney ⊙Cimarron Kid, The (84)..D..213 Audie Murphy, Beverly Tyler Finders Keepers (..)..C..211 Tom Ewell, Julia Adams, Evelyn Varden	12 ⊙I'll See You In My Dreams (110)..M..112 Doris Day, Danny Thomas, Frank Lovejoy Room for One More (..)..C.. Cary Grant, Betsy Drake, Iris Mann

MISCELLANEOUS

Type · Rel. Date

ASTOR

Border Fence (60)..D.. 8-15-51
Walt Wayne, Lee Morgan

Men of the Sea (70)..D.. 6- 1-51
Roger Livesy, Margaret Lockwood

WESTERN ADVENTURE

King of the Bullwhip (59) W.. 2- 1-51
Lash LaRue, Fuzzy St. John, Anne Gwynne

REISSUES

ASTOR

Bridge of San Luis Rey (91) D..5- 1-51
Lynn Bari, Louis Calhern

Dishonored Lady (85)..D..... 2-15-52
Hedy Lamarr, Dennis O'Keefe

Great John L., The (96)...D.. 7-15-51
Linda Darnell, Rory Calhoun

Guest in the House (121)..D.. 5-15-52
Anne Baxter, Ralph Bellamy

Hillbilly Blitzkrieg (63)....C.. 9- 1-51
Bud Duncan, Edgar Kennedy

Lady of Burlesque (91)..D... 4- 1-52
Barbara Stanwyck, Michael O'Shea

Lucky the Outcast (80)....CD..8-15-51
Harry Davenport, Jerry Hunter

Mr. Ace (90)..D.. 6-15-51
George Raft, Sylvia Sidney

Private Snuffy Smith (67)..C..11-10-51
Bud Duncan, Edgar Kennedy

Strange Woman, The (100)..D 1- 5-52
Hedy Lamarr, George Sanders

COLUMBIA

King of the Wild Horses (66) D..Apr.-51
William Janney, Dorothy Appleby

RKO RADIO

They Got Me Covered (94) C.. 3- 9-51
Bob Hope, Dorothy Lamour

REALART

Confessions of a Model (78) D.. 4- 1-51
Danielle Darrieux, Douglas Fairbanks jr.

Daltons Ride Again (72)....D..Sept.-51
Alan Curtis, Lon Chaney

Little Giant, The (91)....C.. 5- 1-51
Bud Abbott, Lou Costello

Phantom of Paris (60)....D.. 3- 1-51
Maria Montez, Patric Knowles

Prison Break (72)..D..June-51
Barton MacLane, Constance Moore

Secrets of a Sinner (63)..D.. 4- 1-51
Madge Evans, John Boles, Bruce Cabot

Time of Their Lives (91)..C.. 5- 1-51
Bud Abbott, Lou Costello

Warden of the Big House (78)..D..June-51
Victor McLaglen, Jackie Cooper

REPUBLIC

Lost Planet Airmen (65)..D.. 7-25-51
Tristram Coffin, Mae Clarke

20th CENTURY-FOX

⊙Jesse James (106)..W..June-51
Tyrone Power, Henry Fonda, Nancy Kelly

⊙Kentucky (96)..D..June-51
Loretta Young, Richard Greene, Walter Brennan

⊙My Friend Flicka (89)....D..June-51
Roddy McDowall, Preston Foster, Rita Johnson

⊙Return of Frank James (..)W..June-51
Henry Fonda, Gene Tierney, Henry Hull

⊙Smoky (87)..D..June-51
Fred MacMurray, Anne Baxter, Bruce Cabot

⊙Thunderhead—Son of Flicka (78)..D..June-51
Roddy McDowall, Preston Foster, Rita Johnson

WARNER BROS.

Captain Blood (98)..D..12-15-51
Errol Flynn, Olivia DeHavilland

Dodge City (104)..SW. 3-17-51
Errol Flynn, Olivia DeHavilland, Ann Sheridan

Virginia City (121)..SW.. 3-17-51
Errol Flynn, Miriam Hopkins, Randolph Scott

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from BOXOFFICE review. ‡ Very Good. + Good. ± Fair. —Poor. = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
3425	The Awful Sleuth (16)	4-19-51	±	5- 5
3416	Fun on the Run (16)	5-10-51	±	5-26
3426	Woo Woo Blues (16)	7- 2-51	+	7-21
	1951-52 SEASON			
4411	Pleasure Treasure (17)	9-10-51		....
4412	She Took a Powder (16)	10-11-51	±	11-24
4413	Trouble in Laws (16)	10-11-51	+	12- 1
4422	The Champ Steps Out (16½)	11-15-51	+	12- 8
4423	'Fraidy Cat (16)	12-13-51		....
	CANDID MICROPHONE (One-Reel Specials)			
3554	Subject No. 4 (11)	4-12-51	+	4-14
3555	Subject No. 5 (10½)	6-14-51	±	6-23
3556	Subject No. 6 (10)	8-15-51		....
	1951-52 SEASON			
4551	Subject No. 1 (10)	10- 4-51	‡	11-17
4552	Subject No. 2 (11)	12- 6-51		....
	CAVALCADE OF BROADWAY			
3653	Havana Madrid (10)	4-12-51	+	5- 5
3654	New York After Midnight (11)	6-28-51	‡	7-21
4651	The Gay Nineties (10)	11-15-51		....
	1951-52 SEASON			
4651	Eddie Condon's (10)	11-15-51	±	12- 8
	COLOR FAVORITES (Technicolor Reissues)			
3608	Jitterbug Knights (7½)	4-15-51	+	4-14
3609	Birds in Love (8)	5-17-51	±	6- 9
3610	Air Hostess (8)	6-21-51	+	6-23
3611	The Egg Hunt (7½)	7-26-51	+	7-21
3612	Merry Manikins (8)	8-23-51		....
	1951-52 SEASON			
4601	The Horse on the Merry-Go-Round (7)	9-13-51		....
3602	The Shoemaker and the Elves (8)	10-18-51	+	12-15
4603	Lucky Pigs (7)	11- 8-51	+	12-15
4604	Holiday Land (..)	12-13-51		....
	COMEDY FAVORITES (Reissues)			
3435	General Nuisance (18)	4-12-51	+	5- 5
3436	Phony Cronies (16½)	6-14-51	±	6-30
	1951-52 SEASON			
4431	She's Oil Mine (17½	9-20-51	+	10-20
4432	Midnight Blunders (..)	11-22-51		....
4433	Olaf Laughs Last (..)	12-27-51		....
	JOLLY FROLICS (Technicolor)			
3503	Family Circus (6½)	6-28-51	‡	6-23
	1951-52 SEASON			
4501	Georgie and the Dragon (7)	9-27-51	‡	10-20
4502	Wonder Gloves (7)	11-29-51	+	12- 8
4503	The Oompahs (7)		+	11-10
	MR. MAGOO (Technicolor)			
3703	Bearfaced Flatfoot (7)	4-26-51	+	5- 5
	1951-52 SEASON			
4701	Fuddy Duddy Buddy (7)	10-18-51	+	11-17
4702	The Grizzly Golfer (7)	12-20-51		....
	SCREEN SNAPSHOTS			
3857	Hollywood Memories (9)	4-19-51	+	5- 5
3858	Hollywood Awards (9½)	5-17-51	+	6-23
3859	Hollywood Pie Throwers (9½	6-21-51	±	7-21
3860	The Great Director (9)	7-19-51		....
	1951-52 SEASON			
4851	Hollywood at Play (10½)	9-13-51	+	10-20
4852	Hopalong in Hoppyland (9½)	10-18-51	+	12-15
4853	Hollywood Goes Western (9)	11-15-51		....
4854	Hollywood on a Sunday Afternoon (10½)	12-20-51		....
	STOOGE COMEDIES			
3407	Don't Throw That Knife (16)	5- 3-51	+	5-26
3408	Scrambled Brains (16)	7- 5-51	+	7-21
	1951-52 SEASON			
4401	Merry Mavericks (16)	9- 6-51		....
4402	The Tooth Will Out (16)	10- 4-51	+	11-24
4403	Hula-La-La (16)	11- 1-51	±	12-15
4404	Pest Man Wins (16)	12- 6-51		....
	TWO-REEL SPECIALS			
5440	A Day With the FBI (19)	7-21-51	‡	5-26
	VARIETY FAVORITES			
4951	Noro Morales & Orch. (11)	9-20-51		....
4952	Dick Stabile and Orch. (10)	10-25-51		....
4953	Randy Brooks & Orch. (..)	12-27-51		....
	WORLD OF SPORTS			
3806	Quebec Sports Holiday (8½)	4-12-51	+	5- 5
3807	Mr. Tennis (9)	4-26-51	+	5-26
3808	Future Major Leaguers (11)	5-31-51	+	6-23
3809	Sunshine Sports (10)	6-28-51	±	7-21
3810	Anglers Aweigh (10)	7-26-51		....
4803	Gymnastic Champions (10½)	11-29-51	+	12- 8
	1951-52 SEASON			
4801	The Willie Hoppe Story (9)	9-22-51	+	10-20
4802	Flying Skis (9)	10-25-51		....
4804	Bicycle Thrills (..)	12-27-51		....
	SERIALS			
3160	Roar of the Iron Horse 15 Chapters	5-31-51	+	6- 2
	1951-52 SEASON			
3180	Mysterious Island	9-13-51	+	10-13
4120	Captain Video 15 Chapters	12-27-51		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS (Technicolor)			
W-243	Droopy's Good Deed (7)	5- 5-51	+	5-26
W-245	Symphony in Slang (7)	6-16-51	+	5-26
	1951-52 SEASON			
W-331	Slicked-Up Pup (6)	9- 8-51	‡	10-13
W-332	Car of Tomorrow (6)	9-22-51	‡	10-13
W-333	Nitwitty Kitty (7)	10- 8-51	+	10-13
W-334	Inside Cackle Corners (9)	11-10-51	‡	11-17
W-335	Droopy's Double Trouble (7)	11-17-51	+	11-24
	FITZPATRICK TRAVELTALKS			
T-311	Glimpses of Argentina (..)	12- 1-51		....
	GOLD MEDAL REPRINTS (Technicolor)			
W-264	The Shooting of Dan McGoo (8)	4-14-51	+	5-12
W-265	Gallopin' Gals (7)	6- 2-51	+	5-26
W-266	The Bodyguard (7)	8- 4-51		....
	1951-52 SEASON			
W-361	Puttin' On the Dog (7)	10-20-51	+	10-13
W-362	Mouse Trouble (7)	12-18-51	‡	11-24
	PEOPLE ON PARADE (Technicolor)			
P-213	Springtime in Netherlands (9)	4-21-51	±	6- 2
P-214	Land of Zuider Zee (9)	4-28-51	±	6- 2
P-215	Word for the Greeks (8)	5-12-51		....
P-216	Romantic Riviera (9)	6-23-51		....
P-217	Glimpses of Morocco and Algiers (8)	8- 4-51	±	10-13
P-218	Visiting Italy (8)	8-25-51	±	10-13
	PETE SMITH SPECIALTIES			
S-258	Camera Sleuth (10)	4-28-51	‡	5-12
S-259	Bandage Bait (9)	6-16-51	+	5-26
S-260	Bargain Madness (9)	7-14-51		....
	1951-52 SEASON			
S-351	Football Thrills No. 14 (10)	9- 1-51	‡	10-13
S-352	That's What You Think (9)	10-13-51	±	11-17
S-353	In Case You're Curious (8)	11-17-51	+	11-24
	TOM & JERRY CARTOONS (Technicolor)			
W-242	Jerry's Cousin (7)	4- 7-51	+	5-12
W-244	Sleepy-Time Tom (7)	5-26-51	+	6- 2
W-246	His Mouse Friday (7)	7- 7-51		....
	1951-52 SEASON			
W-336	Cat-Napping (7)	12- 8-51		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CASPER CARTOONS			
B10-4	To Boo or Not to Boo (7)	6- 8-51	‡	6-30
B10-5	Boo Scout (8)	7-27-51	+	7-14
B10-6	Casper Comes to Clown (8)	8-10-51	+	9- 8
	1951-52 SEASON			
B11-1	Casper Takes a Bow Wow (7)	12- 7-51		....
	GRANTLAND RICE SPORTLIGHTS			
R10-9	Jumping Off Place (10)	5-11-51	+	5-19
R10-10	Close Decisions (10)	5-25-51	+	7-14
R10-11	City of Ball Tossers (10)	6-22-51	+	7-21
R10-12	Follow the Game Trails (10)	7-20-51	+	7-21
	1951-52 SEASON			
R11-1	Allen's Animal Kingdom (10)	10- 5-51	+	10-20
R11-2	Ridin' the Rails (10)	11- 2-51	‡	12- 1
R11-3	Fresh Water Champs (10)	11-16-51		....
R11-4	Water Jockey Hi-Jinks (10)	12- 7-51		....
R11-5	Sky-Lark in the Rockies (10)	12- 7-51		....
	KARTUNE			
X11-1	Vegetable Vaudeville (7)	11- 9-51	+	11-24
X11-2	Snooze Reel (7)	12-28-51		....
	NOVELTOONS (Technicolor)			
P10-6	Hold the Lion, Please (7)	4-27-51	+	4-14
P10-7	Land of Lost Watches (9)	5- 4-51	+	5-19
P10-8	As the Crow Lies (6)	6- 1-51	+	7-28
P10-9	Slip Us Some Redskin (7)	7- 6-51	+	7-21
P10-10	Party Smarty (8)	8- 3-51	+	9- 8
	1951-52 SEASON			
P11-1	Cat-Choo (7)	10-14-51	+	10-20
P11-2	Audrey the Rainmaker (8)	10-26-51	+	10-20
P11-3	Cat Tamale (7)	11- 9-51	+	11-24
P11-4	By Leaps and Hounds (8)	12-14-51		....
P11-5	Scout Fellow (8)	12-21-51		....
	PACEMAKERS			
K10-6	The Littlest Expert (10)	4-13-51	+	5-19
	1951-52 SEASON			
K11-1	Way Out West in Florida (10)	10- 5-51	±	10-20
K11-2	Mermaid Bay (9)	10- 5-51	±	10-20
K11-3	A Ring for Roberta (9)	11- 2-51	+	11-17
K11-4	I Cover the Everglades (10)	11- 9-51	+	11-24
K11-5	The Littlest Expert on Football (10)	11- 2-51	±	11-24
K11-6	Sadie Hawkins Day (10)	11-30-51		....
	POPEYE CARTOONS (Technicolor)			
E10-5	Thrill of Fair (7)	4-20-51	+	4-14
E10-6	Alpine for You (7)	5-18-51	+	5-19
E10-7	Double Cross Country Race (7)	6-15-51	+	6-30
E10-8	Pilgrim Popeye (7)	7-13-51	+	7-14
	1951-52 SEASON			
E11-1	Let's Stalk Spinach (7)	10-19-51	±	10-20
E11-2	Punch and Judo (7)	11-16-51	±	12- 1
	POPEYE CHAMPIONS (Reissues)			
Z11-1	Anvil Chorus Girl (7)	10- 5-51	±	9- 8
Z11-2	Spinach Packin' Popeye (7)	10- 5-51	±	9-15
Z11-3	She Sick Sailors (6)	10- 5-51	+	9- 8
Z11-4	For Better or Nurse (7)	10- 5-51	+	9-15
	SCREEN SONGS (Color)			
X10-4	Drippy Mississippi (7)	4-13-51	+	4-14
X10-5	Miners Forty Niners (7)	5-18-51	+	5-19
X10-6	Sing Again of Michigan (7)	6-29-51	+	7-14
	TOPPER			
M11-1	Barnyard Babies (10)	11- 2-51	±	11-17
M11-2	Just Ducky (10)	12-28-51		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	COMEDY SPECIALS			
13,405	Newlyweds' Easy Payments (15)	5-11-51	±	2-10
13,406	From Rogues to Riches (15)	7- 6-51	±	9- 1
	1951-52 SEASON			
23,401	Hollywood Honeymoon (16)	9-28-51	+	11-24
23,402	Fast and Foolin' (..)	11-23-51		....
	EDGAR KENNEDY (Reissues)			
23,501	Mad About Moonlight (19)	9- 7-51		....
23,502	It Happened All Night (19)	9-28-51		....
23,503	An Apple in His Eye (14)	10-28-51		....
23,504	Slightly at Sea (16)	11-16-51		....
	DISNEY CARTOONS (Technicolor)			
14,112	Corn Chips (7)	4- 6-51	‡	6- 9
14,704	The Practical Pig (8) (reissue)	4-20-51		....
14,113	Cold War (7)	4-21-51	+	6- 2
14,114	Plutopia (7)	5-18-51	+	6- 9
14,115	Test Pilot Donald (7)	6- 8-51	+	6-23
14,116	Tomorrow We Diet (7)	6-29-51	+	6-23
14,705	Polar Trappers (8) (reissue)	7- 6-51	+	7-21
14,117	A Lucky Number (7)	7-20-51	+	6-23
14,118	R'Coon Dawg (7)	8-10-51	+	6-23
14,706	Old Mill (9), reissue	8-24-51	±	9- 8
	1951-52 SEASON			
24,101	Get Rich Quick (6)	8-31-51	‡	12- 1
24,102	Cold Turkey (7)	9-21-51		....
24,103	Fathers Are People (9)	10-12-51	‡	11-24
24,104	Out of Scale (7)	11- 2-51	‡	12-15
24,105	No Smoking (6)	11-23-51		....
24,106	Bee on Guard (6)	12-14-51		....
24,107	Father's Lion (..)	1- 4-52		....
24,108	Donald Applecore (..)	1-18-52		....
	LEON ERROL COMEDIES			
13,705	One Wild Night (17)	5-25-51	+	6- 2
13,706	Deal Me In (16)	8- 3-51		....
	1951-52 SEASON			
23,701	Lord Epping Returns (19)	10-21-51	‡	11-24
23,702	Too Many Wives (..)	12-21-51		....
	MELODY TIME			
23,201	Tex Beneke and the Glenn Miller Orch. (18)	10- 5-51		....
23,202	Let's Make Rhythm (..)	[illegible]		....
	PATHE SPORTSCOPES			
14,308	Slammin' Sammy Snead (9)	4- 6-51	+	5-12
14,309	First Lady of the Turf (8)	5- 4-51	+	6- 2
14,310	Ted Williams (8)	6- 1-51	±	6-23
14,311	Lake Texoma (8)	6-29-51	±	7-21
14,312	Rainbow Chasers (8)	7-27-51	+	9- 1
14,313	Bridle Belles (8)	8-24-51		....
	1951-52 SEASON			
24,301	Channel Swimmer (8)	9-28-51		....
24,302	Touchdown Town (8)	10-19-51	±	12- 1
24,303	Backyard Hockey (8)	11-10-51	+	12-15
	SCREENLINERS			
14,209	Your Fate Is in Your Hands (8)	4-20-51	+	6- 2
14,210	Florida Cowhands (9)	5-18-51	+	6-23
14,211	Card Sharp (9)	6-15-51	+	7-14
14,212	Cleopatra's Playground (9)	7-13-51	+	9- 1
14,213	Antique Antics (8)	8-10-51	‡	9- 8
	1951-52 SEASON			
24,201	Recording Session (9)	9- 7-51		....
24,202	Icebreaker (9)	10- 5-51		....
24,203	America's Singing Boys (10)	11- 2-51	±	12- 1
24,204	Riders of the Andes (..)	11-30-51		....
	SPECIAL			
23,101	Here Comes the Band (17)	9-14-51		....
23,102	Last of the Wild West (17)	10-12-51		....
23,103	Railroad Special Agent (15)	11 9-51	+	11-17
23,901	Football Headliners of 1951 (..)	12- 7-51		....
23,104	Lady Marines (..)	12- 7-51		....
23,801	Basketball Headliners of 1952 (..)	4-11-52		....
	THIS IS AMERICA			
13,109	MacArthur Story (16)	4-27-51	+	4-21
13,110	They Fly With the Fleet (16)	6-22-51	‡	7-14
13,111	Ambulance Doctor (16)	7-20-51	‡	9- 1
13,112	Prison With a Future (14)	8-17-51	+	9- 8
	TRUE-LIFE ADVENTURE			
23,301	Nature's Half Acre (33)	8- 3-51		....

20th Century Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	MARCH OF TIME			
Vol. 17, No. 3	The Nation's Mental Health (19)	Apr.-51	+	5- 5
Vol. 17, No. 4	Moroccan Outpost (17)	June-51	‡	6-23
Vol. 17, No. 5	Crisis in Iran (19)	July-51	‡	7-28
Vol. 17, No. 6	Formosa—Island of Promise (17)	Aug.-51	+	9- 1
	SPORTS			
3102	Let's Go Marlin Fishin' (10)	Mar.-51	±	6-23
3103	Mister Basketball (9)	June-51	+	8-27
3104	Football Winning Ways (10)	Aug.-51	+	10-13
	TERRYTOONS (Technicolor)			
5109	Gandy Goose in Spring Fever (7)	Apr.-51	+	5-19
5110	Coons From the Moon (7)	May-51	+	6-30
5111	Musical Madness (7)	May-51	+	6-30
5130	Temperamental Lion (7) (reissue)	May-51		....
5112	Elephant Mouse (7)	June-51		....
5113	The Rainmakers (7)	June-51	±	7-28
5114	Injun Trouble (7)	June-51	+	7-28
5115	Seasick Sailors (7)	July-51	±	7-28
5116	Tall Timber Tale (7)	July-51	±	7-28
5117	Aesop's Fables Golden Egg Goosie (7)	Aug.-51	+	7-28
5118	A Swiss Miss (7)	Aug.-51	+	7-28
5119	The Talking Magpies in Steeple Jacks (7)	Sept.-51	+	7-28
5120	The Terry Bears in Little Problems (7)	Sept.-51	+	7-28
5121	Little Roquefort in Pastry Panic (7)	Oct.-51	+	10-20
5122	The Helpful Geni (7)	Oct.-51	+	10-13
5123	The Talking Magpies in 'Sno Fun (7)	Nov.-51	±	10-13
5124	Mighty Mouse in a Cat's Tale (7)	Nov.-51	‡	10-13
5125	Beaver Trouble (7)	Dec.-51	+	10-20
5126	Little Roquefort in the Haunted Cat (7)	Dec.-51	+	10-13

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOON MELODIES			
6384	Bubbles of Song (10)	5- 7-51	+	6- 9
6385	Readin', Writin' and 'Rithmetic (10)	5-28-51	+	6-30

SHORTS CHART

6386	Hilly Billy (10)	6-25-51	+	6-23
6387	MacDonald's Farm (10)	7-30-51	+	7-14
6388	Down the River (10)	9-10-51	±	9-15
	1951-52 SEASON			
7381	Reuben, Reuben (10)	11-12-51	±	11-17

EARTH AND ITS PEOPLES

7361	Nomads of the Jungle (22)	11- 5-51	‡	11-10
7362	Water for Dry Lands (19)	11-26-51	+	11-10
7363	An Island Nation (21)	12-24-51	‡	12- 1
7364	Desert Nomads (..)	1-21-52		....

NAME BAND MUSICALS

6307	Frank DeVol and His Orch. (15)	5- 2-51	+	5-19
6308	Eddie Peabody & Sonny Burke's Orch. (15)	5-23-51	+	6- 9
6309	Sportsmen and Ziggy Elman's Orch. (15)	6-13-51	+	5-12
6310	Teresa Brewer and Firehouse Five Plus Two (15)	6-27-51	+	6-30
	1951-52 SEASON			
7301	Tommy Dorsey and His Orchestra (15)	11- 7-51	±	11-10
7302	Woody Herman's Varieties (15)	12- 5-51	+	11-17

TWO-REEL SPECIALS

6202	Arnold the Benedict (18)	8- 8-51	±	7-14
	1951-52 SEASON			
7201	Danger Under the Sea (16½)	12-10-51	‡	11-10

TECHNICOLOR CARTUNES

(Reissues)

6328	Springtime Serenade (7)	5-14-51	±	5-12
6329	Jungle Jive (7)	6-18-51	+	6-23
6330	Who's Cookin' Who? (7)	7-16-51		....
6331	Pied Piper of Basin Street (7)	8-20-51		....
6332	100 Pygmies and Andy Panda (7)	9-17-51		....
6333	The Fox and the Rabbit (7)	10-15-51		....
	1951-52 SEASON			
7321	Loose Nut (7)	10-24-51	+	12- 8
7322	Abou Ben Boogie (7)	11-19-51	±	12- 8
7323	Painter and Pointer (7)	12-12-51	‡	12- 8
7324	Bathing Buddies (..)	1- 7-52		....

VARIETY VIEWS

6345	Finny Business (9)	5-21-51	+	6- 9
6346	Clubby Cub (9)	6-18-51	‡	5-12
6347	Romeo Land (9)	8- 6-51	+	7-21
6348	Monkey Island (9)	9-10-51	±	7-14
	1951-52 SEASON			
7342	Italian Interlude (9)	11- 5-51	±	12- 8

WOODY WOODPECKER CARTUNES

(Technicolor)

6353	Wicket Wackey (7)	5-28-51	±	5-12
6354	Sling Shot 6⅞ (7)	7-23-51	+	6-30
6355	Redwood Sap (7)	10- 1-51	±	9-15
6356	Woody Woodpecker Polka (7)	10-29-51	+	9-15
	1951-52 SEASON			
7351	Destination Meatball (7)	12-24-51	+	11-10
7352	Little Monster (..)	2-25-52		....

Warner Bros.

BLUE RIBBON HIT PARADE

(Technicolor Reissues)

Prod. No.	Title	Rel. Date	Rating	Rev'd
7310	Book Revue (7)	5-19-51		....
7311	Stagefright (7)	6-23-51		....
7312	Sioux Me (7)	7-21-51		....
7313	The Stupid Cupid (7)	9- 1-51		....
	1951-52 SEASON			
8301	Holiday for Shoestrings (7)	9-15-51		....
8302	Lady in Red (7)	10-13-51		....
8303	Sniffles and Bookworm (7)	11-10-51		....
8304	Goldilocks Jivin' Bears (7)	12- 1-51		....
8305	Of Thee I Sting (7)	1-12-52		....

BUGS BUNNY SPECIALS

(Technicolor)

7724	Rabbit Fire (7)	5-19-51	‡	6-30
7725	French Rarebit (7)	6-30-51		....
7726	His Hare Raising Tale (7)	8-11-51	+	9- 8
	1951-52 SEASON			
8723	Ballot Box Bunny (7)	10- 6-51	‡	11-24
8724	Big Top Bunny (7)	12- 1-51		....
8725	Operation Rabbit (7)	1-19-52		....

HIT PARADE OF GAY NINETIES

7803	The Naughty 20s (..)	8-18-51		....

FEATURETTES

7105	Hunting the Hard Way (20)	5-26-51		....
7106	Law of the Badlands (20)	8- 4-51		....
	1951-52 SEASON			
8101	The Knife Thrower (20)	9-29-51	‡	10-20
8102	A Laugh a Day (20)	11-24-51		....
8103	I Won't Play (20)	12-29-51		....

HIT PARADE OF GAY NINETIES

7805	In Old New York (9)	4-28-51		....
7806	Musical Memories (9)	6-30-51		....

JOE McDOAKES COMEDIES

7485	So You Want to Be a Paperhanger (10)	6- 2-51	+	7-14
7486	So You Want to Buy a Used Car (10)	7-28-51	±	9- 8
	1951-52 SEASON			
8401	So You Want to Be a Bachelor (10)	9-22-51	+	11-10
8402	So You Want to Be a Plumber (10)	11-10-51		....
8403	So You Want to Get It Wholesale (..)	1-12-52		....

MELODY MASTERS BAND

	1951-52 SEASON			
8801	U.S. Army Band (10)	10-13-51	+	12- 1
8802	Jan Garber and Orch. (10)	11-17-51		....

MERRIE MELODIES

(Color)

7712	Hound for Trouble (7)	4-28-51	+	6- 2
7713	Early to Bet (7)	5-12-51	‡	6- 9
7714	Room and Bird (7)	6- 2-51	+	7-14
7715	Chow Hound (7)	6-16-51	+	7-14
7716	Wearing of the Grin (7)	7-14-51		....
7717	Leghorn Swoggled (7)	7-28-51	‡	9-15
7718	Cheese Chasers (7)	8-25-51	+	9- 8
	1951-52 SEASON			
8701	Lovelorn Leghorn (7)	9- 8-51	‡	11-10
8702	Tweety's S.O.S. (7)	9-22-51	‡	11-10
8703	A Bear for Punishment (7)	10-20-51		....
8704	Sleepy Time Possum (7)	11- 3-51		....
8705	Drip-Along Daffy (7)	11-17-51		....
8706	Tweet Tweet Tweety (7)	12-15-51		....
8707	The Prize Pest (7)	12-22-51		....
8708	Who's Kitten Who (..)	1- 5-52		....

SPORTS PARADE

(Technicolor)

7507	Hawaiian Sports (10)	5-12-51	+	6- 9
7508	Birds and Beasts Were There (10)	6-16-51	+	6-30
7509	Making Mounties (10)	7-14-51	+	9-15
7510	Kings of the Outdoors (10)	8-18-51		....
	1951-52 SEASON			
8501	Art of Archery (10)	10- 6-51	±	10-20
8502	Cowboy's Holiday (10)	11- 3-51	±	12- 1
8503	Every Dog Has His Day (10)	12-22-51		....

TECHNICOLOR SPECIALS

7006	Stranger in the Lighthouse (20)	5- 5-51	‡	6- 2
7007	Sons of the Plains (19)	6- 9-51	+	6-30
7008	Enchanted Islands (20)	8- 4-51	‡	9- 8
	1951-52 SEASON			
8001	Winter Wonders (20)	9- 8-51	+	11-10
8002	Ride, Cowboy, Ride (20)	10-27-51	+	11-17
8003	Lincoln in the White House (20)	12- 8-51		....
8004	Land of the Trembling Earth (..)	1-26-52		....

VITAPHONE NOVELTIES

7607	World of Kids (10)	6-23-51	+	6-30
7608	Disaster Fighters (10)	8-11-51	‡	9- 8
	1951-52 SEASON			
8601	To Bee or Not to Bee (10)	9-15-51	±	11-10
8602	Lighter Than Air (10)	10-20-51		....
8603	Stop! Look and Laugh (10)	10-20-51	+	11-24

MISCELLANEOUS

Monogram

LITTLE RASCALS

(Reissues)

Prod. No.	Title	Rel. Date	Rating	Rev'd
	Choo-Choo (..)	10-28-51		....
	Bargain Day (..)	11-11-51		....
	Fly My Kite (..)	11-25-51		....
	Shiver My Timbers (..)	12- 9-51		....
	Spanky (..)	12-23-51		....
	Male and Female (..)	11-11-51		....
	Hide and Shriek (..)	11-25-51		....
	Roamin' Holiday (..)	12- 9-51		....
	Framing Youth (..)	12-23-51		....

Republic

SERIALS

5083	Perils of the Darkest Jungle 12 Chapters (reissue)	6- 9-51		....
5084	Don Daredevil Rides Again 12 Chapters			....

THIS WORLD OF OURS

(Trucolor)

5074	England (9)	4-15-51		....
5075	Hawaii (9)	5-15-51		....
5076	Greece (9)	6-15-51		....
	1951-52 SEASON			
5085	Belgium (9)	7-15-51		....
5086	Switzerland (9)	9- 1-51		....

Independents

	Salzburg Fiesta (12½) Hoffberg		+	5- 5
	The Beautiful Blue Danube (12½) Hoffberg		+	5- 5
	Polkas (12½) Hoffberg		+	5- 5
	United Nations Screen Magazine No. 5 (10) UN		+	5-12
	United Nations Screen Magazine No. 6 (10) UN		+	5-12
	United Nations Screen Magazine No. 8 (10) UN		+	5-12
	W. B. Yeats—A Tribute (24) Brandon Films		‡	6- 9
	Pacific 231 (10) Pathe Cin.		+	11-10

SHORTS REVIEWS

Candid Microphone

Columbia (Series 4, No. 2) 11 Mins.

Fair: Allen Funt, the man who hides his camera and microphone and then gets ordinary human beings to make amusing remarks, has nothing very original or bright to offer in this weak comedy. This time, he tackles an advertising man, a handbag salesman and a dry cleaning establishment. The results are silly, rather than funny.

Noro Morales and Orchestra

(Variety Favorites)

Columbia 11 Mins.

Good. A reprint of one of the old favorites among name band musicals. Noro Morales is still among the rhumba band leaders and Diosa Costello, who shakes and sings a Latin number, is now featured in "South Pacific" on Broadway. Pupi Del Campo and Chito Izar also sing and dance to torrid tunes. This has greater name value now than it did when first released.

Pest Man Wins

Columbia (Stooge Comedies) 16 Min.

Good. Without a doubt one of the most gooey pie-throwing comedies since the old Mack Sennett days. The Three Stooges have a tough time drumming up business for their pest control outfit so they loose a flood of rats, roaches, moths and ants in a big mansion during a society party. They are hired to rid the place of vermin. The pie-throwing follows and smartly-dressed dowagers and dignified men get the pies right in the face in the messiest scene imaginable.

Scout Fellow

Paramount (Noveltoon) 8 Mins.

Good. Baby Huey is an overgrown duck whose one ambition is to be a Boy Scout in this amusing Technicolor cartoon. The little ducks consider Huey too stupid but they send him out on a wild goose chase. When the fox appears, the little ducks run for their lives but Huey asks the animal for help in learning to be a Scout. The wily fox fails to get Huey into a pot for his dinner and, in the end, Huey raises the shredded fox to the colors as the other ducks salute.

Ski-Lark in the Rockies

(Grantland Rice Sportlight)

Paramount 10 Mins.

Fair. Still another in the lengthy series of shorts dealing with skiing. The students from Colorado's Women's College ski under the tutelage of a trained skiologist in Berthoud Pass. This resort has the only double-chair lift in America. Shots of Aspen, where all the ski tournaments are held, and Montezuma basin, where sled dogs are bred, are also shown.

Fast and Foolish

RKO (Comedy Specials) 15 Mins.

Good. Gil Lamb, who has starred on both stage and screen, plays a typical milquetoast character with good laugh results. Lamb loses his girl, Wanda McKay, to a rival whose hobby is motorcycle racing. Lamb, who is scared to death of a motorcycle, is forced to take up riding and even enters the rugged cross-country race. Of course, the race is fast and furious but, when he wins, he learns to his dismay that the prize is—a new motorcycle.

Accent on Balance

20th-Fox (Movietone Sport) 9 Mins.

Good. Pretty Florida girls engage in a corps de ballet on water skiis, executing various steps and poses and doing some difficult stunting. They are followed by clowns on skiis with a fake cop in pursuit for a comedy touch. Mel Allen narrates. The combination of grace, physical control and humor should prove popular.

City Slicker

20th-Fox (Terrytoon) 7 Mins.

Good. The cat is tormenting Little Roquefort, the mouse, when an invitation comes from a mouse friend on a farm where there are no cats. After arrival, the mouse arouses the ire of all the farm animals, especially a temperamental rooster, and has a tough time until it can escape. Back in the city, the mouse kisses the astonished cat, which presents less of a menace. Good fun throughout. In Technicolor.

Seaside Adventure

20th-Fox (Terrytoon) 7 Mins.

Good. This Technicolor short about the old woman who lived in a shoe is given imaginative and entertaining handling. In this case it's a mother rabbit and children. One of the children enters a sea shell and comes out in an enchanted land where trees dance with it and a frog-king and frog dancing girls entertain. Eventually the bunny returns home with a bumper crop of gold coins. Of interest to old and young.

Movie Madness

20th-Fox (Terrytoon) 7 Mins.

Good. Heckle and Jeckle, the mischievous magpies, elude a tough bulldog watchman and gain entrance to a movie studio. Thereafter what happens—and it shouldn't happen to a dog—is imaginative and funny. The birds dress like movie moguls, hide in a suit of armor, enact Romeo and Juliet and pose as penguins. In the end they escape the watchman by slamming an iron gate behind them—only to find themselves prisoners in a police wagon. In Technicolor.

Prehistoric Perils

20th-Fox (Terrytoon) 7 Mins.

Good. Here's Mighty Mouse again, the popular cartoon character, in typical derring-do. He's chained under a huge press miles from where evil Oil Can Harry has Pearl Pureheart, the cute mouse, cornered atop a skyscraper. To escape him she leaps out of a window, but Mighty Mouse arrives in time. The best part of the film follows when a time-travel machine takes all three back into the age of the dinosaurs. Mighty Mouse proves equal to the occasion. In Technicolor.

The Cimarron Kid

F Western (Technicolor)

Univ.-Int'l (213) 84 Minutes Rel. Jan. '52

Considering Audie Murphy's current popularity, the title and Technicolor, it is difficult to assume anything but financial success for this galloper, which, productionwise, hovers somewhere between a conventional sagebrusher and the exalted superwestern. The yarn, while it is poured from the same mould which shaped countless preceding action pictures about the Jameses, Daltons, Quantrell and other widely known bandits of the early frontier, boasts a few refreshingly new slants in motivation, and these compensate somewhat for a pace that is more leisurely than most boots-'n'-saddles devotees expect. The writers tried to inject too many elements into the script. Performances by a predominantly youthful cast are generally pleasing. Producer Ted Richmond endowed the piece with adequate backgrounds, most especially as concerns the beautiful, rugged outdoor scenery. Directed by Budd Boeticher.

Audie Murphy, Yvette Dugay, Beverly Tyler, John Hudson, James Best, Leif Erickson, Noah Beery, Hugh O'Brian.

Boots Malone

F Drama

Columbia (419) 103 Minutes Rel. Jan. '52

A heart-warming story of a man-and-boy companionship against a colorful racetrack background, this is excellent family type fare in the tradition of such past hits as "The Champ." Although there is no romantic angle and only two small feminine roles, William Holden's name will insure its appeal to women patrons. It should do good business in almost any type of house and build on favorable word-of-mouth about the debut performance of Johnny Stewart, who plays a teen-age boy with a yen to be a jockey. Stewart, who was featured on Broadway in "The King and I" and "The Happy Time," is completely natural and appealing. Stanley Clements, long specializing in jockey roles, turns in another fine portrayal of a hardened track boy. Most of the action takes place in and around the tracks and stables and the climactic big race sequences have excitement and suspense. Well directed by William Dieterle.

William Holden, Johnny Stewart, Stanley Clements, Basil Ruysdael, Carl Benton Reid, Ann Lee, Ralph Dumke.

The Bushwhackers

F Western

Realart Pictures (——) 72 Minutes Rel. ————

While the basic story structure is formula—and what hoss operas aren't?—this one incorporates enough different plot twists to elevate it above the standard, modestly budgeted sagebrusher. And that upped grading is not limited to its literary ramifications, but applies also to production values, performances and the exploitation possibilities which are to be found in the cast's topliners. From Jack Broder Productions, and probably the best to date to be contributed by that newcomer filmmaking organization, the picture can be considered exceptional for the lower half of the dual bills. For the Saturday matinee trade and in houses specializing in actioners, it is strong enough for topside. Larry Finley produced, with Herman Cohen as associate, and the able direction was by Rod Amateau.

John Ireland, Dorothy Malone, Wayne Morris, Lon Chaney, Lawrence Tierney, Myrna Dell, Frank Marlowe.

Flaming Feather

F Western (Technicolor)

Paramount (5118) 78 Minutes Rel. ————

For western fans who want action—and what else do they want?—this excellent sagebrusher, produced by Nat Holt, and possibly his all-time best, is a bonus package of bright entertainment. That it will do top business in situations where films of its category are popular is inevitable. Its superiority manifests itself in virtually every department. The story, despite its saddle-soldiers-an'-redskins basic theme, is sufficiently original to transcend formula. Performances are thoroughly convincing—with a special bow to Arleen Whelan as the femme heavy; and they are contributed by a cast sufficiently name-heavy to help in merchandising the feature. Then there is Technicolor to do full justice to as breathtakingly beautiful scenery as ever backgrounded a picture. Add to these, villainy and gore galore, and other standard galloper ingredients, and the sum is super-western. Skillfully directed by Ray Enright.

Sterling Hayden, Forrest Tucker, Barbara Rush, Arleen Whelan, Carol Thurston, Edgar Buchanan, Victory Jory.

Decision Before Dawn

F Drama

20th-Fox (205) 119 Minutes Rel. Jan. '52

If public attention is not so concentrated upon the current war that there still is interest in how the last one was won, this revelation of a heretofore little-publicized factor that entered into that victory should prove highly absorbing. The picture, filmed in its entirety in Europe, is exceptionally well made. Reportedly it is predicated upon actual events, but some of the yarn's incidents seem to stretch the long arm of coincidence. Performances by a sincere cast, many members of which were native Germans or members of the armed forces, are generally good. Despite all of the above-listed assets—and there are many others—the offering is going to require considerable smart merchandising, which probably should concentrate on subject matter, to attract the business it undoubtedly merits. Directed by Anatole Litvak, who also produced in collaboration with Frank McCarthy.

Richard Basehart, Gary Merrill, Oskar Werner, Hildegarde Neff, Dominique Blanchar, O. E. Hasse.

Tembo

F Travelog (Ansco Color)

RKO Radio (——) 80 Minutes Rel. ————

Photographic coverage of safaris into the wilds of Africa has been a cinematic staple since the early days and, by and large, such efforts have proved satisfactory exhibition ventures, particularly if spaced widely enough apart so as not to sate audiences' appetites for film fare of this type. This one departs from the established formula in one noteworthy detail—the stalking and slaying of game (in self-defense, in most instances) is done with bow and arrow instead of the customary rifle. The expedition was headed by Howard Hill, noted archer, who produced and directed the film. The result is a well-edited and frequently engrossing subject that can fit neatly into any type of program. Hill's remarkable prowess with the bow, and the wealth of flora and fauna captured by the Ansco Color cameras, should suffice to supply showmen with an abundance of exploitation material. There are no professional actors in the venture.

Expeditionary crew and natives.

Finders Keepers

F Comedy

Univ.-Int'l (211) 75 Minutes Rel. Jan. '52

In designating this modest offering as a comedy, it is necessary to use the term in its loosest sense. Easily amused, indeed, will be the ticket buyers who will derive therefrom anything more than a few desultory chuckles, and they will be widely separated. Perhaps the film's only praiseworthy moments are supplied by one "Dusty" Henley, an ingratiating moppet around whom the feeble screenplay is built. The remainder of the cast, although at least two members thereof have performed impressively in previous appearances, was completely helpless against the barriers of the yarn and the sledge-hammer direction of Frederick de Cordova. Possibly the producer, Leonard Goldstein, realized that the best that could be expected for his opus was the supporting spot on double bills and, fortunately, the running time was geared accordingly. But even in such unexalted bookings, the picture can just about get by.

Tom Ewell, Julia Adams, "Dusty" Henley, Evelyn Varden, Harvey Lembeck, Harold Vermilyea, Jack Elam.

THE STORY: **"Flaming Feather"**

A mysterious outlaw known as the "Sidewinder," leading a renegade band of Ute Indians, terrorizes Arizona in the 1870s with wanton murder and pillage. On his trail are Forrest Tucker, U.S. cavalry lieutenant, and Sterling Hayden, rancher who has been victimized by the desperado. Arleen Whelan, a saloon entertainer, tries unsuccessfully to persuade Hayden to abduct Barbara Rush, who is en route west to marry Victor Jory, trading post operator. Hayden rescues Barbara from kidnappers in Arleen's pay, and subsequently uncovers evidence establishing that Jory is the "Sidewinder." Jory lures Hayden and Tucker into a trap; Arleen, who had suspected Jory all along, is killed; Jory plunges to death from a cliff, and Hayden and Barbara plan to be married.

CATCHLINES:

The Far Frontier Bursts Into Riotous Flame . . . As a Renegade Leads Savage Redskins on a Blood-Soaked Path . . . Of Robbery and Murder . . . That Terrorizes an Entire Territory.

THE STORY: **"Decision Before Dawn"**

Richard Basehart is an American lieutenant assigned to the Seventh U.S. Army Intelligence in nearly defeated Germany in the winter of 1945. In a daring plan, he is to accompany two German prisoners of war back through the enemy lines to pick up vital information concerning the anticipated surrender of a Panzer unit. Oskar Werner, one of the Germans, has volunteered after realizing the Nazi cause is wrong, and that his espionage work is the best thing he can do for his homeland. Basehart regards all Germans as "a bunch of lice," while the other German volunteer cynically joins the party because the allies are winning the war. Ultimately Basehart is forced to kill the cynical Nazi, while Werner gives his own life that the mission may be successfully accomplished.

CATCHLINES:

The Gripping and Little-Known Story . . . Of Germans Who Braved Damnation by Their Countrymen . . . Risked Their Lives and Futures . . . To Bring World War II to a Speedier End.

THE STORY: **"Tembo"**

An expedition headed by Howard Hill, archery expert, goes into Tanganyika and the Belgian Congo in search of a mysterious tribe of pygmies known as "leopard men" because of the steel claws which they wear while battling their enemies. As they approach pygmy country, Hill's group picks up the Rev. Howard Bigelow, who has spent many years among native African tribes, to act as an interpreter. En route many hazards are encountered, and Hill's prowess with the bow protects the safari from savage crocodiles, stalking leopards, pythons and other menaces. Finally they arrive in the "leopard men" country and find them to be fierce, warlike people who believe the Hill expedition has brought bad luck. However, Hill convinces them of his goodwill by slaying a rampaging bull elephant.

CATCHLINES:

Africa . . . The Dark Continent . . . Land of Mystery and Adventure . . . Savage and Untamed . . . Brought to You in All Its Flaming Glory . . . In a True and Terrific Motion Picture.

THE STORY: **"Finders Keepers"**

Considerable confusion pervades the home of Tom Ewell, a paroled ex-convict, and his wife, Julia Adams, when their 2-year-old son, "Dusty" Henley, unearths in a vacant lot a strongbox loaded with $100 bills. Tom's mother, Evelyn Varden, urges Tom to keep the money, but Julia threatens to leave home unless Tom gets rid of it. "Dusty" continues to drag more money home, but is discovered and caught by the hoodlums who had cached it. They abduct "Dusty," and Evelyn traces them to their hideout, where she is caught and tied up. Meantime Tom and the law arrive as "Dusty," brandishing a revolver, panics the hoodlums. They are captured and all is well—until "Dusty" trundles home with his little red wagon loaded with fabulous jewels.

CATCHLINES:

It's the Season's Cutest Comedy . . . As a Little Boy With a Little Red Wagon . . . Comes Romping Home With a Fortune in Stolen Money . . . And Causes Panic in the Household.

THE STORY: **"The Cimarron Kid"**

Released from prison after serving time on an unjust charge that he sheltered the notorious Dalton gang Audie Murphy again runs afoul of David Wolfe, unscrupulous railroad detective whose testimony brought about Audie's conviction. En route to Oklahoma for a cowpunching job, Audie is aboard a train held up by the Daltons, and is brought in for questioning at Wolfe's insistence. Beaten unmercifully by Wolfe, Audie escapes and joins the Daltons, almost all of whom are subsequently slain in an unsuccessful bank robbery. Audie becomes the leader of the remnants of the gang, and falls in love with Beverly Tyler, a rancher's daughter. He vows to pull just one more job, then go straight, but is betrayed and trapped. Audie faces trial and punishment, knowing that ultimately he and Beverly will be reunited.

CATCHLINES:

He Led the Last Great Outlaw Raids . . . The Daring Coffeyville Holdup . . . The Columbia Roundhouse Ambush . . . And Checked His Blazing Guns for a Woman's Love.

THE STORY: **"Boots Malone"**

William Holden, a jockey's agent down on his luck since his last prize-winner was killed in a big race, meets a youngster, Johnny Stewart, who offers him $100 to train him. Holden and his new boy, Stanley Clements, don't take Stewart seriously and plan to get his money. When Basil Ruysdael, a trainer, loses his mare, Holden and the down-at-the-heel track followers, get up a purse for a new horse but Stewart's money is needed. Holden is then forced to take Stewart along to the southern racetracks and he learns the kid is a natural born rider. Stewart is set to ride the new horse in a big race when his mother, wealthy Ann Lee, turns up and demands the boy back. Stewart again runs away from his mother and she finally lets him ride the race to victory for Holden and his gang.

CATCHLINES:

The Story of a Boy Who Left Home and a Man Who Never Had One . . . Deserves a Place Beside Such Immortal Films as "The Champ" and "The Kid" . . . William Holden As the Hardened Racetrack Follower Whose Heart Melted for a Lonesome Kid . . . A Man Who Craved Racetrack Fame

THE STORY: **"The Bushwhackers"**

Seeking a peaceful life after service as a Confederate soldier in the Civil War, John Ireland witnesses a ruthless raid on a homesteader by bushwhackers led by Lawrence Tierney, a killer employed by Lon Chaney. The latter, knowing the railroad is coming through, uses such brutal methods to seize control of all the land he can lay his hands on. Ireland arrives in Independence, Mo., and is befriended by Frank Marlowe, newspaper editor who bitterly opposes the bushwhackers, and Marlowe's daughter, Dorothy Malone. Now in the thick of the fight, Ireland is framed for murder by Chaney, but breaks jail and leads a surprise attack which results in Chaney's death. He also avenges the murder of Marlowe by the Chaney forces, and he and Dorothy plan life together.

CATCHLINES:

A Thrilling, Adventure-Packed Page . . . Torn From the Flaming History of the Early Frontier . . . As Justice Prevails Over the Wanton Killers . . . Known as Bushwhackers.

RATES: 15c per word, minimum $1.50, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to
Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

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World's largest roadshow organization has an all new deal for roadshow agents, advance men and unit managers. Expenses, mileage, no ceilings on earnings. Show business experience helpful. You owe it to yourself to look into this one. Contact Hallmark Productions, Inc., Wilmington, Ohio.

Wanted: Operator, small midwestern town, capable of assuming other work necessary for theatre operation. Boxoffice, 4530.

General manager, eight theatres. Buy and supervise; in Illinois. Boxoffice, 4531.

POSITIONS WANTED

Projectionist, ten years experience, wants position near Fort Lauderdale or Miami, Florida. Non-union operator, but would like to become apprentice if possible. Boxoffice, 4498.

Need good all around assistant manager? Experienced in buying, booking, advertising and all details. Available first of year. Southwest. Boxoffice, 4515.

Manager with 15 years experience in buying, exploitation. Currently employed. New England territory preferred. Write Boxoffice, 4529.

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Bingo with more action, $3.50 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Giveaway New 1951 car. No cost to theatre, towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddy shows. Large variety, latest newsstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1939.

Bingo die-cut cards, 75 or 100 numbers, $3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

Give us your slowest night, we will make it one of your best nights! With our Country Store, new 1952 Automobile or any other seventeen Movietime U.S.A. Giveaway programs. We have recommendations from Eddie Joseph Theatres, Austin, Tex.; Statewide Drive-In Theatres, San Antonio; Windy Daniels, Seguin, Tex.; Bill Pence, Palestine, Tex., and others. All programs are legal. No cost or work for the exhibitor. Merchants satisfaction guaranteed. For details, Tri-State Services, 1704 M. & W. Tower Bldg., Dallas 1, Tex.

MISCELLANEOUS

Adult film franchises wanted, Va., Tenn., N. C., S. C. and Ga. territory, suitable use in drive-ins and theatres, sexers, medical, exploitation type. Advise Boxoffice, 4516.

Filmrow, Boulevard of the Allies; first floor, 5,500 square feet. Projection and screening room. Loading dock. Eight film storage vaults. Elevator. Term lease to responsible tenant. Prudential Realty Co., Frick Building, Pittsburgh, Pa.

Tourist courts, Corsicana, Tex; 14 units; 3-bedroom living quarters. Capacity business, $45,000. Half down. "Joe" Joseph, 2621 Milton, Dallas.

We have several paying businesses for sale in Dallas area. Let us know what you want. "Joe" Joseph, 2621 Milton, Dallas.

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Artreeves 35mm recorder outfit, rebuilt, $2,975; Shustek 35/16mm picture reduction printer, rebuilt, $2,995; sound cameras, single system, complete Belhowell outfit, $3,950; complete Akeley WE outfit, $5,250; Auricon 16mm professional sound camera, $495; 16mm animation stand, complete, $2,250; Maurer BM recording system, complete, $2,495; Moviola Soundpix UDS, rebuilt, $1,095; new Bridgamatic studio production 16mm automatic developing machines, $995. Cash paid for used studio production equipment. Trades taken. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

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Now is the time to prepare for summer! For sale: 20-ton General Electric air-conditioning system, good as new; used only three months. Sale for half price, including fan and electric switches. If interested, wire, write or see Peter M. Wellman, Girard, Ohio.

Holmes with Mazda, HI or low intensity. Holmes 16mm sell or trade for late model popper. Harold Owen, Seymour, Mo.

Buy by Star! Bye Bye overhead! Simplex rear shutter mechanisms, rebuilt, $279.50; Hertner 40/80 generator, complete, rebuilt, $275; 3-unit electric ticket machine, excellent, $99.50; rewinders, $5.95 set; pair Simplex-Acmes, Baby arc lamphouses, rebuilt and complete, $950. What do you need? Star Cinema Supply, 441 W. 50th St., New York 19, N. Y.

35mm film; top pictures, features, westerns, comedies. Roadshow specials. Used equipment. LaGrace Films, Box 164, Lake City, S. C.

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Cattle ranch, New Mexico, also West Texas for equally good Southwest theatre. Boxoffice, 4524.

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Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

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Pacific Northwest theatres for sale. Write Irv Bowron, sales manager, Theatre Sales (Div.), Fred B. Ludwig, Brk. 4229 N. E. Broadway, Portland 13, Ore.

Modern small town theatre. No correspondence; come see it. Charles Rook, Bushnell, Fla.

Florida: 400-seat theatre. Small down payment. Ritz, Bowling Green.

Theatre central Iowa. 250 seats; population 750. Ideal family operation. Must see, no correspondence. $10,000 cash. Boxoffice, 4502.

Southern New Mexico. Profitable theatre, town 2,000. Ideal climate. Finest equipment. Modern building. Simplex E-7s, Magnarc lamps, International chairs. Boxoffice, 4503.

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$12,000 cash buys beautiful de luxe 750-seat theatre. Only theatre in Ohio town of 5,000. Big factory payroll. Air conditioned. Reply Boxoffice, 4506.

For sale or lease to energetic showman, only theatre county seat Virginia town and 150-car drive-in. $250 month aggregate per cent profits. Boxoffice, 4507.

Two-theatre circuit. Small towns central Wisconsin. Excellent buy. Boxoffice, 4508.

New Mexico drive-in theatre, 440 cars. Air force base. $35,000 total price. Boxoffice, 4512

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Swell theatre in town south of Dallas. Family type. Payout less than 2½ years. $12,500. "Joe" Joseph, 2621 Milton, Dallas.

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700-seat modern suburban. New Mexico's leading city. Complete examination welcome. $30,000 handles. Boxoffice, 4522.

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290 seats. Small town between Dallas and Waco. Brick building included. $10,000 down. "Joe" Joseph, 2621 Milton, Dallas.

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Air conditioned, 572 seats, practically new building and equipment; large parking lot, 210 feet on street. One-half cash and easy balance terms. Hi-Lawn Theatre, 2604 Grant Ave., St. Albans, W. Va. Phone 9541 or 81744.

For sale by owner, theatre equipment and brick building. Price $40,000 or will sell equipment for $20,000 and lease the building. Almost 500, all upholstered chairs, Westinghouse air conditioning, new booth equipment in last two years. Town of 1,200 population, good community, good farming area and small towns close by to draw from. Good popcorn business, also one office and six-room apartment in building. Reason selling, other interests. Mrs. T. H. Slothower, 136 S. Belmont, Wichita 8, Kas.

Eastern Oklahoma family theatre. Aggressive city 8,500. Owner states $250 weekly profit conservatively; very satisfied but retirement distant partner forces; $3,000 just spent remodeling, decorating. Nearly new equipment. $21,000 down. Leak, 3305 Caruth, Dallas, Tex.

300-seat theatre, no competition, 10,000 population. H. W. Miller, Box 605, Yucaipa, Calif.

Southeast Missouri town 1,000 population, excellent surrounding territory, 450-seat house, owner is in army and very desirous of selling. Will sacrifice, real estate not included. Gus J. Haase, Theatre Broker, 726 M&M Bldg., Memphis 3, Tenn.

380 seats, only theatre Florida town, 6 miles from Clearwater. Good booth. Leased building, good terms. Recalled into army. Best offer takes it. No correspondence, must see it. Ed Smith, Safety Harbor, Fla.

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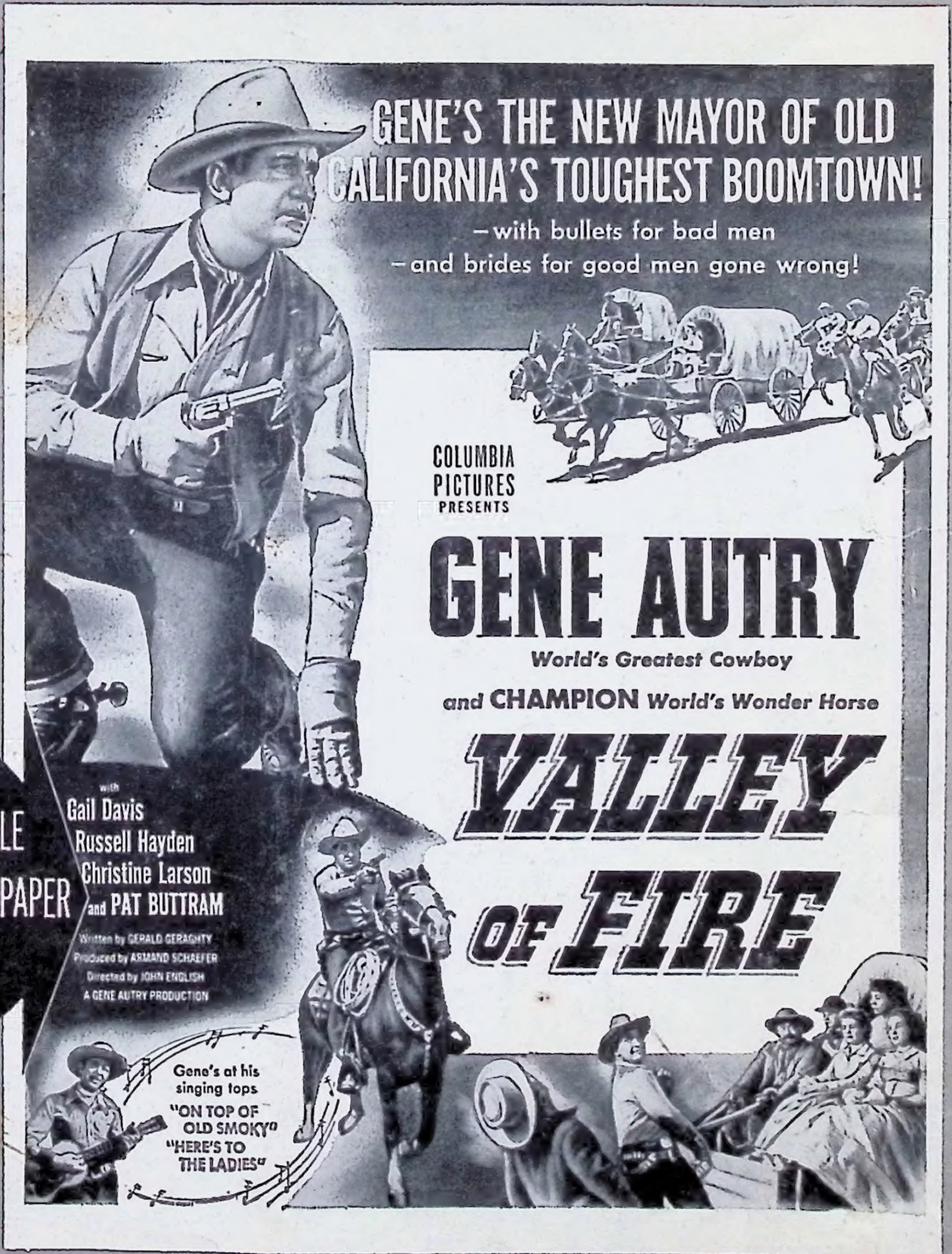

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